

Berle, Gleason Half-Hour Film Shows to Get New Time Slots

By LEON MORSE

NEW YORK, Dec. 18.—NBC and CBS will use their respective video sets, Milton Berle and Jackie Gleason, to bolster their programming line-up in week spots next season. Both will go to film for half-hour format, which is being used by syndicated and CBS.

The "Honeydew" series is under potential banner of Berle, which seems about to drop its sponsorship of Berle to switch over to Gleason.

Berle is to be moved from his Tuesday 5-5:30 p.m. slot to an acceptable half-hour later in the week. The comedian would like to use Tuesday 8:30-9 p.m., but

NBC wants to retain the full hour for the same programming pattern—comedy. And so he is probably to be shifted into a time period later in the week when the network can use his comedy talents to greater advantage. There would be several spots available on Saturday nights where the web is taking a terrific drubbing up to 9:30 p.m.

But for Gleason, who has been well publicized, with several stories stating that the advertiser is prepared to spend in the neighborhood of \$10,000,000 for time and talent over a one-year period on a show starting him, Gleason has a contract with CBS, consequently any additional time he does meet is presented on that network.

It is also certain that his present hours on Saturday 5-9 will continue next season. The hour show supports the entire line-up that evening and most remain there for that reason, and will be on profitable aspects—and there are many. It has been reported that Gleason will do the new "Honeydew" show on Saturdays 9:30-10, now occupied by "My Favorite Husband," and only a half hour after he finishes his hour presentation.

Web Against B But the web's programming toppers may convince Gleason that he

would be wiser to go earlier in the week with his new status so as to split his impact. The success of any one personality may be difficult to take, as video, has found out in the past. In addition, CBS has serious reservations regarding Tuesday and Wednesday evenings. A half hour of Gleason on either of these two days would do of substantial benefit to CBS and the kind of a lift it needs.

The Buck-Berle relationship seems to be at an end even if the advertising negotiations with Gleason do not culminate successfully, and at this moment, it seems certain that they will not. There have been numerous complaints by Buick dealers against Berle, the he has more than given satisfaction during the post and previous seasons. It also may be that the brass at the Kuder agency, which represents the account, feel that Berle can do as strongly as a half-hour format. The agency's programming toppers apparently think that Gleason should remain Berle next season or they would not have made such publicized overtures to him.

In Gleason, in any event, is the lone medium TV show and has tomorrow should be a prosperous one, thanks to Buick.

Mars Candy Co. Eying Andy's 'Buffalo Bill Jr.'

NEW YORK, Dec. 18.—Mars Candy was this week reported to be close to having a new half-hour Western, "Buffalo Bill Jr.," to be produced by Gene Autry's Flying A Productions. The show, which is now in pilot film, is being young Dick Jones, featured player of Flying A's "Range Rider." It is understood that production costs are completed on "Range Rider," which from Jones for the "Buffalo" assignment.

It was speculated here that Mars would take on a co-sponsor, since its ad budget does not warrant a full national ad on such a show. It is not known how the show will be "sold." Mars' agency is Leo Burnett, which has a predilection for fast looking.

Flying A shows are distributed thru CBS-TV Film Sales.

Revlon Would Pact 'Danger'

NEW YORK, Dec. 18.—Reports this week had Revlon on the verge of buying the open half of "Danger" from CBS-TV. The mystery show, which closely runs into 10-10:30 on Tuesdays, is now half sponsored by American Beauty Block. Drug, the long-time sponsor.

(Continued on page 10)

NBC States Sacks For New Web Job

By SAM CHASE

NEW YORK, Dec. 18.—Mars Candy's work was reported slated for an important new assignment at NBC. The web's board is slated to meet on January 7, at which time his shift of duties is apt to be confirmed officially.

After the exact title of his new job has not yet been fixed, it is understood that it will involve key functions. Candy, currently a vice-president of the network, albeit without profile in the series, has a clearly defined departmental responsibility, which is staff vice-president of Radio Corporation of America and vice-president of general manager of the RCA Victor record department. He's expected to relinquish the latter assignment when his new NBC duties have been defined.

Long-Vacant Post There already is some speculation that Sacks may be named to the long-vacant post of vicepres in

charge of the television network. The last time he held the position, John K. Herbert, who swapped that title for two others in the NBC board meeting in September, 1953. After that, Herbert had been vice-president and later lost his title as vice-president in charge of NBC television network sales.

No mention ever was made, officially, as to what happened to the post of TV web chief. However, it is known that Herbert, shortly after the title swap, shifted the NBC mack also.

Whether Sacks gets the TV web duties or some other title, there seems little doubt that his duties will place him high in the network's planning organization. It is known that the NBC leadership team of Sylvester (Bud) Weaver and Herbert Sarnoff is concentrated and would

ABC-TV New ATOMIC WEAPON

By JACK SINGER

NEW YORK, Dec. 18.—ABC-TV's latest programming grip, "Web Disney," will air a new major TV broadcast next fall in the form of a new hour-long, across-the-board late afternoon kiddie show, according to plans now being blueprinted.

The new Disney station, reportedly slated for the 5-6 a.m. spot in competition with "NBC-TV," "Honeydew," would be in addition to the present "Disneyland" cross-week evening film show. The new kiddie show would originate from Disney's amusement park in California, which will be built during the summer of 1955.

Disney's already-established tremendous appeal to the younger set, when combined with the small fry entertainment facilities to be offered by the amusement park as background, is calculated to provide ABC-TV with one of the most powerful plays of children's programming yet to hit the air. So goes ABC's thinking.

After dealing with Disney has already proven itself one of the coups of the year. The reception the public and press have accorded the Wednesday night "Disneyland" has boosted the network's status in the industry mightily. Disney, of course, never faced this problem in his theatrical career. For the amount of his theatrical product is relatively small when compared with the material he will have to feed TV over the course of a year.

Disney's amazing versatility—as demonstrated by his creation of such different types of material as the True-Life Adventure series and the animated cartoons—may solve this problem, if it exists. Reports (Continued on page 10)

Hoopers Firm Will Remain Unchanged

NEW YORK, Dec. 18.—The C. W. Hooper, Inc. makes prediction will carry on in the future without change, despite the death of its founder and president, who was killed this week in a tragic boating accident on Coney Island, N.Y.

James Kruger, who assumed the post of general manager of the firm during the past year, will continue to head the operation pending a future change in the structure of the company. General belief is that no major switches are likely. Summary as the firm is almost completely covered by the late rating chief's family, with Kruger holding a comparatively small future change in the structure of the company.

Measurably, all plans which were in the works prior to Hooper's death will be carried on. The recently announced commercial rating project, which is to be launched next February. All present personnel will remain the same. Hooper, during the past

8 TV STATIONS, BUT NO OUTLETS

SCHULENBURG, Tex., Dec. 18.—Despite the fact that this town has no television station, local residents can take their choice of reception from eight TV stations. Normally, reception is said to be very good. Stations are Houston, Austin, Galveston, Temple and San Antonio can be received. Victoria, near here, has been approved as the ninth TV station and will make nine that this town can receive.

Tums Take on Vacant GF Seg

NEW YORK, Dec. 18.—The Lewin House Company this week took NBC-TV off the hook when it purchased Tuesday 5-5:30 p.m. on January 4 to backfill a post-holiday show to advertise Tums. Featured in the variety program will be Jack Carter, Teresa Brewer and a few strong supporting acts.

The hour was one of two retained by General Foods in the network. The advertiser had bought nine hours during the entire season, but found itself unable to place them. The new "Composition of America" bought the hour.

KINGFISH

CBS Film Seg Gets Sponsor In Own Family

NEW YORK, Dec. 18.—Foreman Condon and Charles Correll that week movie series on their network video when their new series, "The Adventures of the Kingfish," found itself an advertiser. CBS-Columbia, the act manufacturing division of CBS. The video program will go into the Tuesday 5-5:30 time period on January 4 on the CBS-TV network.

Condon and Correll will co-produce first themselves with a half-hour network show, plus a half-hour syndication property, "Amos 'n' Andy," as well as a half-hour early on CBS in the evening. The evening of blackface situation comedy will thus find themselves in the strongest positions of their careers.

"The Adventures of Kingfish" was sparked by the success of "Amos 'n' Andy" in syndication. The latter program is now in 100 cities and is the most successful of CBS-TV Film Sales in terms of circulation. The new show places the emphasis on Kingfish, as its title indicates, instead of Amos or Andy.

WSYR-TV Color Cast

SYRACUSE, N. Y., Dec. 18.—WSYR-TV here, located on the TV station in Central New York, originates a local color cast TV-117, it was announced by President and General Manager R. V. Valdeschewski.

The station transmitted commercials, promotion spots, local news and other material in color program, all in color. One of the highlights of this day was a contemporary marriage given on the air by Syracuse's Mayor Donald Mead.

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Sarnoff Says 1954 Is RCA's Biggest Year

NEW YORK, Dec. 18.—RCA will do the largest volume of business in its 35-year history, says Gen. Sarnoff said this week in a year-end statement. Sales of product and services during 1954 will amount to \$930 million. Net profits before taxes will be approximately \$84 million and after taxes about \$40 million, said Sarnoff.

Gen. Sarnoff listed major developments in 1954. He said these were comparable color TV, the RCA 21-inch tube and new set, the RCA magnetic TV tape recorder, electronic light amplifier, transistor and electronic instruments and records.

The industry taper expects the electronic industry as a whole to lift its 10 billion dollar volume by 30 per cent during 1955. He also believes that \$200,000,000 in black and white sets will be sold, lifting the number in use to 35,000,000 by the end of the year.

Gen. Sarnoff also stated that the magnetic TV tape recorder demonstrated by RCA during 1953 will show a real deficit during the coming year. He said that RCA TV tape-recording unit will soon be installed by NBC for field testing as a simple, rapid and economical means of storing complete TV programs for rebroadcast.

Cody Planchfield, promotion director for WTOP-TV, Washington, will become public relations director for WTOP-TV on January 3. Robert M. Adams, promotion and advertising manager of NBC station in Washington, will replace Hirschfeld as WTOP-TV's promotion director.

TWO IN THE MARKET?

Paramount, New York City Eye Du Mont's WABD

NEW YORK, Dec. 18.—Both Paramount Pictures and the City of New York are in the market for Du Mont's WABD here, according to reports circulating within the industry this week.

The city would be interested in acquiring the station in lieu of settling up its own educational CHUO-TV by launching an educational WHTV station, the city would bypass the problem of getting New York to consent to CHUO in order to pick up its educational shows.

Last summer, when WOR-TV was on the block, the other companies were considering the idea of chipping in and buying that station and presenting it as city TV as a gift, thereby settling WOR-TV as a commercial

RESTLESS PEOPLE

Clifford Dillon, former vice president and copy chief of Sullivan, Gooder, Colwell and Boyles, has joined Compton Advertising as vice president and creative executive. . . . Fredman, who has been with The House Company to join McCann-Erickson, Inc., in its New York office as manager of the national promotion department. . . . The Katz Agency, national advertising rep., has added four new to its New York staff. Charles F. Abbott Jr., Frank J. McCann and Neil Rosenzweig have joined the New York office. . . . David R. Ashby, the Chicago staff.

James McManis has left his director-producer job at the Bobby Brown TV and radio shows to join the television production club of Sullivan, Gooder, Colwell & Boyles. . . . Thomas Ryan, formerly of the New Company, has joined McCann-Erickson on the Dallas account and will handle the promotion department. . . . George Young and Tedesco, who has been placed in the charge of the Detroit office of the agency, where he will also be in charge of the Detroit office. . . . The Lincoln-Mercury division.

Bill Williams, WNEW New York, decay will cause the network to drop the RCA TV show which has been created by Jules Fiedel, Copeland press, in co-operation with advertising agency of the American. The show will transmit from the Cop lounge and will be viewed on TV station WATV. . . . Jack Hazlett, baritone, returned to the "Morning Show" last week and will appear daily 100. . . . Jack Hayes, NBC news department's home correspondent, is cutting short his vacation in the U.S. by flying back to Rome this week to cover the illness of Pope Pius XII.

competitor. The plan fell through because WOR-TV's asking price of \$125,000 was too steep for the six stations to share.

WARD HIGGINS, who has been pegged at an even higher figure, it seems unlikely that he will be interested in following them with their unique proposal. The city, still reportedly uninterested in the city today.

How serious is Paramount's interest in WABD is still a matter of conjecture. The movie firm owns KTLA, Los Angeles. It also holds all of Du Mont Laboratories' Class B non-voting stock, which is equivalent to approximately 35 per cent ownership of the Du Mont company.

WASHINGTON, Dec. 18.—The Becker radio-television probe TV, radio networks is ready to raise a new head of steam which the probe will sink as well as being after the 8th Congress gets under way.

The TV networks and the Federal Communications Commission will soon face a fresh barrage of subcommittee questions, though the probe will sink as well as being after the 8th Congress gets under way. The Becker staff, it was reliably learned in FCC quarters.

NEW CO-OP SAYS ANGLE

Stations Set Own Cost Of ABC One-Shot Test

NEW YORK, Dec. 18.—A new twist to the co-op selling pattern is being tested by ABC-TV in its second test of the new one-shot test, one-shot Christmas show. If successful, the web may adopt the new idea to co-op shows offered the year round.

Basically, ABC's idea calls for each station to set its own program cost for the show as low or as high

as the market will bear. Whatever this figure, the station returns 30 per cent of it to the network as payment for the show.

The station, of course, will try to set the program cost as high as it can, for it keeps 70 per cent of the amount. The network feels it can get more revenue this way than from the standard practice of paying a set price for the show for each station.

The Christmas one-shot, a one-hour production of James Thurber's fairy tale, "Many Moons," has been offered to 111 stations. To date, close to 60 stations have accepted it. If a station fails to get a sponsor for the show, it doesn't pay the network anything. . . . Gordon Baking, which handles the across-the-board status throughout the year in four markets, will also sponsor the Christmas one-shot.

Spot Sales for 'Breakfast Club'

NEW YORK, Dec. 18.—ABC-TV's plans to sell its TV version of "Breakfast Club" in quarter-hour segments resulted this week in the station's decision to open the show to participating sponsors. Following the buy-out of Philco Inc., the only TV station to buy "Breakfast Club" that's sold is 9:45-10 a.m. Tuesdays and Thursdays, to October 1955. The web will now be offering (Continued on page 19)

Sat. Musicals Mulled by ABC

NEW YORK, Dec. 18.—A new hour-long musical drama, still in the negotiation stage, is being planned by ABC-TV for Saturdays night, 9-10 p.m. The first slot will be available January 15, when "Saturday Night Fights," cancelled earlier this month by Buena Vista, is dropped from the program roster.

Byrd newsmen moved into the web's Sunday night Walter Winchell status is alternate sponsor. American-Selfish. The Half of the Winchell show was made available by the buy-out of Gross several weeks back.

Alto, who leads the Senate Interstate and Foreign Commerce Committee and the TV-radio subcommittee, isn't planning to take a personal look at the probe as he will come over for the balance of the year. FCC-men say they have already been forewarned of staff questionnaires to come from Becker's staff.

Whether or not this gives the network probe enough momentum to stay alive and prosper in the new Congress, the industry never-

theless is in for a busy arena on the Hill next year. A separate investigation of the TV-radio probe is already in the blueprint stage on another congressional front even though the new Congress won't open for another two and a half weeks.

Monopoly Probe Trapped

Sen. Harley M. Kilgore (D, W. Va.), who will head the Senate Judiciary Committee in the new Congress, has already had preliminary inquiries made for permission for a full-dress investigation by his committee of "monopoly practices" in TV, radio and the rest of the mass media. (The Billboard, Dec. 18). Kilgore conferred with Howard L. Chernoff, who has been active in the TV-radio station management in San Diego, Calif., and who will be top consultant for the Kilgore committee in the investigation.

Chernoff said he will hold "exploratory conversations" with top industry and FCC officials. He said he intends to "second source," declaring that "too many" anti-trust inquiries in the past have been conducted with a slant in favor of a "rifle."

The Kilgore inquiry will explore the extent of ownership of TV and radio stations by newspapers, networks and non-manufacturers.

May Examine Free TV

The probe might spread to the free TV issue. Kilgore said he wanted to look into the practice "of one station tying up two networks, thus depriving network programs to another station in the same market," and he indicated he might make a schedule that TV could come to the aid of small station operators. He wondered, too, "whether the American public would be willing to pay a subscription which has historically been given to it free of charge."

At the new Congress approaches, both the Becker subcommittee staff and Kilgore will step up their activities even the Senator Kilgore must wait until January 5 to take charge of the Senate Judiciary Committee and organize his staff.

The new subcommittee staff intends to start over a mass of information, some of which has been gathered by industry as secret to the Senate. . . . Kilgore (D, Wash.) who has taken over the chairmanship from Sen. John W. Bricker (R, O.) on the Senate Interstate and Foreign Commerce Committee. The direction which the probe will take in the new Congress will be determined largely by Kilgore's choice of a chairman of the subcommittee. Kilgore isn't expected to head the subcommittee himself, as Becker did.

Sylvania Loves 'Lucy' in Canada

TORONTO, Dec. 18.—Sylvania Electric this week became the second sponsor to agree to broadcast "I Love Lucy" in Canada. Heinz will pick up the last half of sponsorship of the situation comedy north of the border.

Active sponsorship, however, awaits clearance of time by the Canadian Broadcasting Corporation, which is waiting for the pieces to fall into place before it goes into a wholesale reworking of its programming. Such a reshuffle would be necessary to find time for the show.

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NEWS IN BRIEF

Reduction of the minimum required power for TV stations in town of under 50,000 population from 1 k.w. to 150 watts was proposed by the Federal Communications Commission this week as a measure to spur construction of TV stations in smaller communities. In requesting comments on the proposed rule making by February 25, 1955, the FCC seeks information on the cost of operation of low power stations, including those without locally organized programs.

WMAL-TV, Washington, has chalked up a new "first" by moving a TV camera to the highest high Washington Metropolitan area. The nation's TV view higher lighting of the White House Christmas tree Friday (17). The event opened a three-week Christmas season of peace, good will and festive world understanding and world peace.

The growing field of automation, in which special machines largely replace men in manufacturing processes, is gaining greater attention from radio-TV engineers. The Radio-Electronics-Television Manufacturers' Association announced formation of an automation committee this week to help standardize rules and TV components for automatic production of radio-TV sets and equipment.

WBGT-TV, Washington, had a higher net income in 1954 than in any year since it started to broadcast in 1947, and time sales of Radio Station WBGT were the highest since 1948, according to Columbia-Elliott, general manager of the two NBC stations. Both stations that increased buying of radio and TV sets and program growth will lead to even better business in 1955.

Manufacturers' sales of TV picture tubes totaled 1,293,674 valued at \$20,997,702 for a new record in October, according to the Radio-Electronics-Television Manufacturers' Association. The total was 10 per cent over the previous record in October and 34 per cent higher than October a year ago. Sales of TV picture tubes for the first 10 months this year totaled 12,662,248, compared with 8,301,453 in the same period last year.

The Radio-Electronics-Television Manufacturers' Association released a pamphlet on how to organize industry advisory groups to aid in training and improving the skill of TV service technicians. All of the organizations will be to establish training courses for radio-TV technicians in the nation's vocational and industrial schools.

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A Slip-Twist Up and Lip Is NARTB's Recommendation

Actors Drinking Beer or Wine on TV
Ads Out; Many Films to Be Junked

By JUNE BUNDY

NEW YORK, Dec. 18.—Beer and wine sponsors are being forced to junk a great number of their commercials with the concentration of less than a year, as the result of an unofficial recommendation by the National Association of Radio and Television Broadcasters advising the networks and stations to eliminate all screen showing people actually drinking beer and wine. The ruling is to take effect at the end of this month.

The suggestion is said to have been the result of Congressional pressure which may have originated, in some measure, from the temperance organizations. The NARTB, at first, passed the advice

strong to stations and who have accepted their request instead of facing the on of the national television industry, the possibility that some legal action might be taken by Congress.

The actual drinking of alcoholic beverages has been ruled out, action may be shown holding a glass or pouring beer or wine, since the strong sell in most film commercials centers about the actual drinking as the means of making customers, but consumers won't be of too much help as the emphasis will be placed on copy.

Sponsors Hit

Sponsors must eliminate all advertising which has "The House of Stars" on CBS-TV, Baltimore, which has used "Foreign Intrigue" for several seasons will do so. The "Edie Castle Comedy Theatre"; Schaefer and Ziv's "Favorite Story," and Rheingold's "The House of Stars" "Douglas Previews." All these shows are on film, which means that the advertising, in practically all cases, is a great responsibility of film, not the network. On the other hand, Patet, which sponsors the Wednesday

day night film on CBS-TV, may make some concessions.

The ease of availability of this film product will have to be re-evaluated or discarded with consequent financial loss. Film makers are certain to benefit from the new type of commercial work which they will receive. Action will lose some of its punch, but the new type may be picked up as a new form of old commercial which are to be junked, but may still give from some sponsors created by the need for new commercial.

The showing of drinking is shown presently only in the evening, in some measure, may have occasioned some of the loss and any new going on about the subject. NBC-TV has got complaints this season about Sid Caesar's drunk routine on his new show, which goes on at 8 p.m., EST.

Last season he did a similar routine, but his show began on a high and a half later, so he never received. However, since there is a three-hour time lapse now between the show and the CBS-TV, lessens of prohibition in New York can still result in young audience elsewhere in the country.

Fireside and Wisbar Clash Over Format

NEW YORK, Dec. 18.—Frank Wisbar and "Fireside Theatre" have reached the point of parting company since Frank's and Gamble's sold Wisbar in his contract which still has a number of years to run.

NBC officials have so far not indicated what their attitude will be, although Wisbar has been given a formal resignation. Final action will probably not be announced until after a full board meeting of the sponsor, agency and Wisbar.

Reason for the divorce is apparently twofold. Wisbar feels that after doing "Fireside" during back to 1948, he would like to turn his attention to other projects, and NBC, the show is not doing well with an ABC rating of 31.1, placing it 10th in a policy, which is inside the nation's top stars for leading stars, while Wisbar believes the present format, emphasizing story line, should be kept.

Vistas Kicks Off 'Fathom'

HOLLYWOOD, Dec. 18.—A new action fiction series, "Fathom," titled "Captain Fathom," went into production this week under the banner of New Vista Productions. First feature going into the hands of understudy action picture shot at Westlake Studios in Florida.

Deal has been signed with MCA for distribution of the series, being financed in part by the Health Company, which is the owner of the sports group, and skin-diving equipment. Show is being shot in color, and is being produced by Cliff Hindman and directed by Maurice Kline.

Opening ball-hour segment, entitled "The Bomb," will feature an atomic submarine.

'High Iron' Pilot Prepped by Martin

HOLLYWOOD, Dec. 18.—Pilot for a new series featuring the exploits of the railroad men, a temporary titled "High Iron" is being prepped by Jesse Martin at American National Studios.

The series is negotiating with several railroads for stock footage to use in the show. Union Pacific reportedly is interested in sponsoring the series in certain markets if it sees like the pilot.

Screen Gems Puts 3-Star Anthology

NEW YORK, Dec. 18.—Another new property, a dramatic anthology series, is being offered by Screen Gems as part of a bid to continue the new ownership of the network of national sales which established it into a leading industry role in the country.

The new series would star three top players. The stars, not yet selected, would rotate in the lead roles. "The House of Stars" and other series with various name talent are understood to have already taken place.

The series is the property of Screen Gems. It is offering national advertising for next year. The others are "Jungle Jim," starring Johnny Weismuller, and "You Can't Take It With You."

New Production

In a major departure from its policy of producing only shows which are first sold nationally, Screen Gems has consented this week to produce a new series, "The House of Stars," even if no national sale is consummated. If this happens, the firm will be the first to produce a show which has no production money wholly from film production. The two other properties in the line are "The House of Stars" and "The House of Stars," both produced under Screen Gems.

The firm is ending its year of greatest expansion. It gained the entry of the industry by closing four new national sales this year, a period when competition was tougher than at any time in the past. To distributors who have

found it difficult against production costs on their new series back in syndication, Screen Gems' national sales have been particularly appealing.

The unit will start the new year with an nationally sold show, "The House of Stars," and a new work "Fool Theatre." "Father Knows Best," "Run Run," "Capt. Midnight," now nationally sold work "The House of Stars," and one set for national spot booking next year is dramatic anthology for Fall 1955.

Official Distrib 'This Is Music' For J. Denove

NEW YORK, Dec. 18.—Official Film this week acquired "This Is Music," the Byron Paleroux-Wideman series, for distribution. The series is being produced by Pacific Telephone, an industry sponsoring the musical hall in three Far Western States. The show is being produced by Pacific Telephone, and one set for national spot booking next year is dramatic anthology for Fall 1955.

The firm is ending its year of greatest expansion. It gained the entry of the industry by closing four new national sales this year, a period when competition was tougher than at any time in the past. To distributors who have

Procktor on West Coast

NEW YORK, Dec. 18.—Proctor Television Enterprises, Inc., has established a permanent West Coast office on the grounds of its American National Studios in Hollywood. Victor Proctor, president, is being sent out to head up the branch.

Currently filming "Treasury Men in Action" and "Man Behind the Mask," the firm is also now negotiating by Chevrolet on ABC-TV; the second is in syndication.

'Precinct' for Max Factor

NEW YORK, Dec. 18.—Max Factor, the well-known "Facts of Life" series, is being produced by Motion Picture for Television and distributed by UFA-M, based in Los Angeles, Denver, Chicago and San Antonio. The show is produced by Motion Picture for Television and distributed by UFA-M, based in Los Angeles, Denver, Chicago and San Antonio.

It is the largest deal so far concluded for the property, with the possibility that Factor will expand his known of stations & film series clips.

THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm Series, and Their Pulse Multi-Market Ratings

This weekly listing of the 25 "Showbiz" TV Film department shows the relative standing of the 25 selected TV Film series and their pulse in the market. The average rating is based on the number of stations which carry the series. The series are ranked according to the Pulse, which marks them as the best of the series. The series are ranked according to the Pulse, which marks them as the best of the series.

Rank	Series	Pulse	Rating
1.	...The House of Stars (CBS Film)	18.0	18.0
2.	...The House of Stars (CBS Film)	15.0	15.0
3.	...The House of Stars (CBS Film)	13.0	13.0
4.	...The House of Stars (CBS Film)	12.0	12.0
5.	...The House of Stars (CBS Film)	11.0	11.0
6.	...The House of Stars (CBS Film)	10.0	10.0
7.	...The House of Stars (CBS Film)	9.0	9.0
8.	...The House of Stars (CBS Film)	8.0	8.0
9.	...The House of Stars (CBS Film)	7.0	7.0
10.	...The House of Stars (CBS Film)	6.0	6.0
11.	...The House of Stars (CBS Film)	5.0	5.0
12.	...The House of Stars (CBS Film)	4.0	4.0
13.	...The House of Stars (CBS Film)	3.0	3.0
14.	...The House of Stars (CBS Film)	2.0	2.0
15.	...The House of Stars (CBS Film)	1.0	1.0
16.	...The House of Stars (CBS Film)	0.0	0.0
17.	...The House of Stars (CBS Film)	0.0	0.0
18.	...The House of Stars (CBS Film)	0.0	0.0
19.	...The House of Stars (CBS Film)	0.0	0.0
20.	...The House of Stars (CBS Film)	0.0	0.0
21.	...The House of Stars (CBS Film)	0.0	0.0
22.	...The House of Stars (CBS Film)	0.0	0.0
23.	...The House of Stars (CBS Film)	0.0	0.0
24.	...The House of Stars (CBS Film)	0.0	0.0
25.	...The House of Stars (CBS Film)	0.0	0.0

THE BILLBOARD SCOREBOARD

• Top Ten Network Film Shows

and comparative rank among all web shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows based on a network basis. The series are ranked according to the Pulse, which marks them as the best of the series. The series are ranked according to the Pulse, which marks them as the best of the series.

Rank	Series	Pulse	Rating
1.	...The House of Stars (CBS Film)	18.0	18.0
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5.	...The House of Stars (CBS Film)	11.0	11.0
6.	...The House of Stars (CBS Film)	10.0	10.0
7.	...The House of Stars (CBS Film)	9.0	9.0
8.	...The House of Stars (CBS Film)	8.0	8.0
9.	...The House of Stars (CBS Film)	7.0	7.0
10.	...The House of Stars (CBS Film)	6.0	6.0

THE BILLBOARD SCOREBOARD

• Top 25 Vidfilms Among Kiddies

and Their Pulse Multi-Market Ratings

This weekly listing of the 25 "Showbiz" TV Film department shows the relative standing of the 25 selected TV Film series and their pulse in the market. The average rating is based on the number of stations which carry the series. The series are ranked according to the Pulse, which marks them as the best of the series. The series are ranked according to the Pulse, which marks them as the best of the series.

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6.	...The House of Stars (CBS Film)	10.0	10.0
7.	...The House of Stars (CBS Film)	9.0	9.0
8.	...The House of Stars (CBS Film)	8.0	8.0
9.	...The House of Stars (CBS Film)	7.0	7.0
10.	...The House of Stars (CBS Film)	6.0	6.0
11.	...The House of Stars (CBS Film)	5.0	5.0
12.	...The House of Stars (CBS Film)	4.0	4.0
13.	...The House of Stars (CBS Film)	3.0	3.0
14.	...The House of Stars (CBS Film)	2.0	2.0
15.	...The House of Stars (CBS Film)	1.0	1.0
16.	...The House of Stars (CBS Film)	0.0	0.0
17.	...The House of Stars (CBS Film)	0.0	0.0
18.	...The House of Stars (CBS Film)	0.0	0.0
19.	...The House of Stars (CBS Film)	0.0	0.0
20.	...The House of Stars (CBS Film)	0.0	0.0
21.	...The House of Stars (CBS Film)	0.0	0.0
22.	...The House of Stars (CBS Film)	0.0	0.0
23.	...The House of Stars (CBS Film)	0.0	0.0
24.	...The House of Stars (CBS Film)	0.0	0.0
25.	...The House of Stars (CBS Film)	0.0	0.0

Block Drug to Lean on Spot Booked Series

NEW YORK, Dec. 18.—Block Drug intends to become a major user of spot-booked film shows within the next year. The advertiser has cancelled its alternate weeklies in "Daguer" on the CBS-TV network and has immediately purchased the "Whitaker" from Clio-TV Film Sales.

Block has already bought New Orleans, Providence, San Diego, Chicago and Cincinnati for the system. It is also working New York and will spot the show here, if an acceptable time period opens up. Several other markets are also under option.

Block evidently believes it can do better with spot film than it did with network programming. The advertiser feels the greater competition of Foster & Gamble's Green Toothbrush, which has been making heavy inroads in the line of Arm-in-Jew. It feels that by spotting its video advertising it can better meet its sales and distribution problems.

Edward Hall To Vitapix

NEW YORK, Dec. 18.—Edward E. Hall has been named vice president and general manager of Vitapix Corporation. Formerly a key executive in the CBS Radio station relations department, Hall will supervise the general administrative functions of Vitapix, its station services and time clearance activities.

The moves will work directly with Robert Kaufman, president of Cofid Films, which has agreed to supply programming to the Vitapix group of stations. Hall first joined CBS in 1934 as a member of the accounting department. Vitapix is the national service of Ed Richards as its consultant on station relations.

NBC Sets New 'Gildie' Pilot

HOLLYWOOD, Dec. 13.—Apparently dissatisfied with its reaction to its "Great Gilday" pilot film, NBC yesterday announced that it has signed producer Robert H. Harlan to make a new pilot for the long-time radio program.

"Gilday" was previewed twice on the net this fall in order to gauge viewer response. The second pilot film, also starring Will Rogers, will first be aired on January 6.

Zir Has Cantor Puppet

NEW YORK, Dec. 18.—Zir Puppet is offering a little hard puppet to the likeness of Eddie Cantor for use as a character in the new series of the "Eddie Cantor Comedy Theatre." The item can be liquidated for \$50 on orders of 100.

NTA Lets Stations Set Contest Starting Date

NEW YORK, Dec. 18.—National Television Associates has revised the rules of its "TV Tie-Tie" contest so that each station may set its own starting date. As a result, stations will be able to grant national prizes, as originally planned. Instead, the value of the national award will be prorated for each market so that it will make its own grand prize.

The reason for the change, according to Harold C. NTA sales vice-president, is that many of the stations claimed they were hard pressed to make the original national kickoff date, January 17.

AN OLD HAND Jacobs Has Raft of TV Experience

NEW YORK, Dec. 18.—Herb Jacobs, founder and general manager of TV, Inc., the new station film buying agency, is a veteran of the TV film industry. He was buying and booking film for a chain of theaters in the region in 1947 when he began to realize the growing impact of TV on the theater business. It was then that he joined Henry Brown, as general manager of his film enterprises. Brown had just formed Atlas Television and had 350 two-and-a-half hour films which he still has. An officer of the firm at that time was Eliot Hyman, now president of Associated Artists Productions.

Jacobs left Atlas to open his own distribution firm with a group of second-division features. This he subsequently merged with the then new film syndication department of Du Mont.

Quits Du Mont Jacobs set up the department's sales organization of franchised agencies. The company's first series acquired is "Scotland Yard" series (Continued on page 10)

DOUBLE DOUBLE-FEATURE, OR IS IT?

Anyways, WOR Schedules Solid Film Block 7:30 to a.m. Weeknights

NEW YORK, Dec. 18.—As a result of its latest programming decision on its newly acquired 7:30 time feature package, WOR-TV, beginning next month, will be solidly filled with movies from 7:30 p.m. to 1 a.m. This is the heaviest schedule that any New York station has yet planned on feature film programming and sets up a new pattern for planning and selling of features.

Following the successful material established by its "Million-Dollar Movie," WOR-TV will air the English-dubbed Italian pic 9-10 (five nights a week) at 9:30 p.m. and from 11:30 p.m. to 1 a.m. in its full version. The howling version, in addition to the 9-10

spread, will get a Saturday and Sunday matinee airing.

The time feature will be shown each night 9-10 and on week end matinees, and then again, in its hour-and-a-half form, the following week for seven nights consecutively. This gives each feature an airing of 14 times within a two-week period.

Each week, except for the week starting January 18, there will be a double airing of 7-8 and 9-10, seven showings of the same feature in an hour form and seven of an another Italian feature in the hour-and-a-half version. The "Million-Dollar Movie" from 7:30-10 p.m.

The station recently acquired the complete package of 82 features from the "Woods" and "DeLump" series.

Advertising time on the feature package will be sold on a versatile basis. An advertiser will be able to buy a minimum of 10-12 second spots a week, either on the 9-10 or 11-13 showings, or close other deals ranging up to 15 minutes by a one-minute spot on each of the 14 showings per week.

Crane Bally Jaunt For 'Space Ranger'

HOLLYWOOD, Dec. 18.—Negotiations are under way to send Richard Crane, star of the Beland Red production, "Rocky Jones, Space Ranger," on a 15-week Western exploitation tour beginning in January.

Crane would make personal appearances in connection with a merchandising campaign, as well as playing the program itself. Stations would have a large part of the cost of the tour, 2's understood.

"The Champness" will be a half-hour dramatic sports series featuring with great sports figures of the present time, who will be presented on the stage together with films of their performances.

On "The Cameraman," a semi-documentary review of great news coverage will be presented. "International Theater" contains 62 Spanish-language films to which French has been added.

Television will distribute this as well as the racing series.

Bill Mace, Wayne Davidson and Elizabeth Allen have been named associate producers.

Christmas 'Shower Of Stars' on Film

HOLLYWOOD, Dec. 18.—Clyde's "Shower of Stars" will present its Christmas show Thursday (25) on film, the first of the production to take to celluloid for one of its programs.

The Maxwell Anderson adaptation of the "Shower of Stars" will star Frederick March as Commodore Paul Rathbone as the ghost. The hour-long film was shot in color by Ralph Levy.

peets to have the full complement by the beginning of next summer.

Reversion Each station makes a capital investment in TV, Inc., equivalent to its highest long-range cash rate, in the round \$100. The stock is priced at \$100 a share, and is non-assessable. There is only one member per city.

In the operation of the buying office, the stations will be charged a fixed percentage of the gross price of each deal. After the cost of operation is charged off against a year's commitment, the money is paid back to dividends to the station-stock holders.

The president of TV, Inc., is Gene O'Flynn, owner and manager of KRLD-TV, Denver. Other members of the board of directors are: Joe Ford, KRLD-TV, Sioux Falls, S. D.; Tom Rogers, KIMA-TV, Los Angeles; Gene DeLump, KERO-TV, Bakersfield, Calif.; Bob Rogers, KIDU-TV, Lubbock, Texas, and Ed Cramer, head of the KSL network.

Nevertheless, TV, Inc., is designed to save the station and sponsor money. By its short commitment to service, Jacobs pointed out, TV, Inc. will be able to command more realistic prices, it will have at its command considerable price to serve out its member markets, and will have ready reference to the circulation and sponsorship potential in each of these markets.

TV, Inc., membership is to consist of stations in the smaller markets only, according to Jacobs. It is a share structure that the distribution cost of a film series can add up to a high as 50 per cent. By selling them TV, Inc. the distributor's sale cost will become negligible for those interested markets, another reason why the buying office can bring the price down.

Jacobs, an experienced film buyer, said his station budget last at least one week giving his commercial evaluation of current film availabilities. He will also be concerned touch with members by teletype.

TV, Inc., officially begins operation January 2, so he has already made a number of purchases on an informal basis.

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Pilot Films in Production Since October 1

This feature lists new pilots in production. It offers the most complete directory available of pilots now in production and is limited only by the studio's ability to reach all producers in the industry. Producers who desire to be included should send their names to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the first production.

Name & Type of Show—See-Or-Don't (Color)	Time	Starting	Ending	How
CINTELE PRODUCTIONS, 627 South Main St., Hollywood 28				
Johnny Carson—Comedy (C)	10:30	12/20	12/20	Completed
JACK CHRISTIE PRODUCTIONS, INC., 1600 N. La Brea, Hollywood 26				
Coke's First Comedy—Comedy (Black & White)	10:30	12/20	12/20	Completed
VOLCANO PRODUCTIONS, 1000 North La Brea, Hollywood 28				
Frankie Laine—Comedy (C)	10:30	12/20	12/20	Completed
Frankie Laine—Comedy (C)	10:30	12/20	12/20	Completed
Frankie Laine—Comedy (C)	10:30	12/20	12/20	Completed
SCENES FROM, 111 West 40th St., New York 18				
Frankie Laine—Comedy (C)	10:30	12/20	12/20	Completed
Frankie Laine—Comedy (C)	10:30	12/20	12/20	Completed
Frankie Laine—Comedy (C)	10:30	12/20	12/20	Completed
ALAN FINE PRODUCTIONS, 145 Broad Street, New York 10				
Remains of Julia Dalmon—Western (C)	10:30	12/20	12/20	Completed

THE BILLBOARD SCOREBOARD

Other Films in Production Since October 1

This feature lists new films in production. It offers the most complete directory available of films now in production and is limited only by the studio's ability to reach all producers in the industry. Producers who desire to be included should send their names to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the first production.

Name & Type of Project (Color)	Time	Starting	Ending	How
HARTLEY PRODUCTIONS, INC., 20 West 40th St., New York 26				
John C. Williams—Western (C)	10:30	12/20	12/20	Completed
WINDMILL TELEVISION, 1000 North La Brea, Hollywood 28				
The Windmills—Western (C)	10:30	12/20	12/20	Completed
DALTON FILM COMPANY, 145 Broad Street, New York 10				
Remains of Julia Dalmon—Western (C)	10:30	12/20	12/20	Completed
PETER HAGEN PRODUCTIONS, INC., 18 E. 13th St., New York 10				
Peter Hagen—Western (C)	10:30	12/20	12/20	Completed
ALAN FINE PRODUCTIONS, 145 Broad Street, New York 10				
Remains of Julia Dalmon—Western (C)	10:30	12/20	12/20	Completed

STRIPPING IN AFTERNOON

KRON Using Syndicate Film Plan in Day Slots

SAN FRANCISCO, Dec. 18.—KRON-TV is extending its intensive program of syndicate film strips in the afternoon. Next week the station will install the rotating theory in the 1:30-3:00 p.m. slot, which for the past four years has been occupied by Begonia Krey's "Design for Living." From now on, the Monday, Wednesday and Friday segments will be titled "Design for Mystery," with Miss Krey continuing to serve as hostess.

The first film series to be used in this schedule will be the "Lone Wolf," which KRON-TV bought under United Television Program's new "Smash Film," which, as a matter of fact, was inspired by KRON's booking of "The Falcon."

Nathan Lebowitz, KRON-TV sales manager, who is supposed to have masterminded this concept, said he believes that scheduling film strip series in the afternoon will not only get him a bigger share of the existing daytime audience but also give an entirely new audience of housewives who hitherto have not been interested in the type of daytime fare available.

Miss Krey's "Design for Living," the local live show featuring the Dict-Lite Trio, will continue as is on Tuesdays and Thursdays. The station started the strip film plan a couple of months ago by booking "NBC Film Outlines" "The Falcon," 11-1:30 p.m., Monday through Friday. The pay-off, according to the November report of the American Research Bureau, was an average 15.5 rating, with an 81 percent share of the audience.

TV Film Council Elects Schneider As 1955 Prexy

NEW YORK, Dec. 15.—John J. Schneider, 1945-1954 president of the National Television Film Council for 1955. He replaces Mel Gold, who steps down after having served as president four years and chairman of the board two years.

In addition to Schneider, other officers for next year are William Redlick, executive vice-president; Sidney Mayer, executive secretary; Sam Spring, treasurer; Ben H. Jarvis, general secretary; Archie Mayer, distribution vice-president; Bert Hinkle, publicity vice-president; Jim Ellis, appeals vice-president; Adelia Rucker, statistical vice-president; Ken Cowan, membership vice-president; and Ted Feldman, laboratories vice-president.

The board of directors consists of Dr. Alfred N. Goldsmith, Sally Beale, Harold Osmund, Willy Mayo, Bert Cobles, Victor Seydel, David I. Picco, Charles Carpenter, Marshall Butler, Ken Mayo and Michael Silberman.

Big MCA-TV Library Push, Merger Due

NEW YORK, Dec. 15.—It appears that United Television Program has not made more than a couple of "Smash Film" sales since the merger with MCA-TV, San Francisco. The reason for the hold-up is understood to be the imminent merger with MCA-TV.

Whether or not the "Smash Film" will be continued once the UTP operation merges with MCA-TV, the merger has not yet been made clear. But it is expected that the reorganized MCA-TV will offer an all-out drive on station library sales.

For the past year and a half, MCA-TV's library, which has grown steadily in volume, have been the job of one man, Lou Crenshaw, who is now being replaced by an official and there appears to be nothing to prevent the final sign-off week—MCA-TV will have the most massive half-hour library in the business.

It is understood that MCA-TV plans to set up a separate sales division for library sales. Under this arrangement, it is understood, there will be no more such territory doing nothing but pitching to stations.

International Gets Pix for So. America

NEW YORK, Dec. 18.—The production company set up by Adeline Gargano early this year has picked up two TV film series for sale in Latin America. In first-year deal with RKO-TV, Mexico City, the company has acquired 1,000 episodes each, from El Ciro, 1950 musical, and from El Ciro, 1950 musical, and from El Ciro, 1950 musical.

Mr. Gargano is now looking for 13 half-hour dramatic films, which she would have dubbed in Africa. She estimates that the total yield of possible films in Latin American sales is around \$1,500 per film.

The company, International Radio & TV Programs, has now been incorporated here. The named secretary-treasurer of the company is George Caputo, head of MCA-TV. Organizing, an import-exporter, Caputo will be in charge of Latin American sales. He is making a tour of those countries now, and while there is opening a branch office in Buenos Aires.

REVOLVING DOOR

James Mitchell, Michael Amato, topper, has moved his film production consultant firm to Detroit. Mitchell, formerly of WMCT, Memphis, Tenn., has been in the NBC film division since 1948. After he has been assigned to the NBC film division's Eastern regional sales office.

Inspector Robert Allen, hero of the "Falcon of Scotland Yard" show, distributed by Telefilm Enterprises, will give an all-the-recent talk in the Detroit Radio Club next Thursday (23). — Merriman Holm Jr., still recently manager of corporate programs, will be in sales for the On Most TV net, will see his father on January 1, to be met by the New York, New York Northwest rep for Caid Film and Pictures, Inc., pressy.

Mastercraft Film Productions have opened a new studio in Syracuse to handle crime films for the color and black and white. William Wright, who was associated with the Walt Disney studios in Hollywood for more than 10 years, has joined Mastercraft as assistant manager. Wright has signed Peter Hanson, Laurie Capel and John Galsford for the top supporting roles in "The Falcon of Scotland Yard." — "No Time for Love," on Ford Theatre.

PRODUCTION NOTES

By BOB SPIELMAN

Bob Denels, creator of "Passport to Danger" and "China Smith," is peddling a new series entitled "Telling Stories." Situation comedy, "Telling Stories" with the adventures of a father and daughter who roam around the country in a trailer. Tentative commitments have been obtained from Cecil Kellaway and Pat Crowley & O'Brien can sell the idea, but, more he, it too "Passport" seven years to get into series form.

"Telling Stories" Truly Wins grace the calendar being distributed by Denels' beverages for next year.

NBC is interested in Bob Clumpett's "Time for Beauty," appearing in Los Angeles on station KTTV. Later, in the meantime, is reading a new Sunday show featuring Neville, philosopher, author and lecturer.

Hal Roach Jr. plans four features next year, including theatrical sales of either "Beet Squad" or "Public Defender" and "My Little Man," which would be done as a musical. Roach had intended to do features this year also, but valid business was so good that he never had time for them, and same may apply for 1955 also.

Financial situation closely of the week occurred at California Station when representative shipped 13 cases of beer onto the lot for use in a commercial. Brew was delivered to Ziv-TV by mistake, which distributed it to employees in Christmas presents.

Initial script of a projected new TV series have been completed by Elia Schacter, scripter of the L. A. Times dramatic critic. She would deal with feminine figures in the Bible.

Latest "Big Town" segment, "Harrison," required three technical experts, including a U. S. Marine captain and weather bureau expert.

Story editor Henry Greenberg of "Public Defender" reports that more and more top writers are being lured from theatrical pic to TV because of greater work which results, in many cases, in higher pay. One of most dramatic "Defenders" stories had to be turned back when it turned out accused had never married nor who is unaware his father's present residence is San Quentin.

Flower film star Victor Moore will make role of pioneer film star in "So Thin Is History" series, which will mark his vintage.

"Celebrity Theater" producers Mel Epstein and William Schackin have bought original stories and signed three writers for their anthology series which will go into production in March.

Television series is being contemplated by Rex Allen, who is reading scripts for the projected show, Allen would portray either broad aspect of the early 1900's or as early Western detrit.

TV FILM PURCHASES

Station WRAY, Coon Bay, Wisc., and WBEK, Rockford, Ill., purchased NBC Film Division's "Ridge 74" film past week. The Martin Berneberg Company will sponsor "Inner Sanctum" over WBEK, Chicago, Wisc., and WBEK, Rockford, Ill., will pick up the tab for "Life of Riley," a U. S. C. picture, for sale to the market. "Sanctum" was also sold to WKYC, Fort Wayne, Ind., and KTTV, Los Angeles.

Other NBC Film sales include: "Hopalong Cassidy," series A to W, WBEK, Rockford, Ill., New River to WBEK, Schenectady, N. Y., and KOMA, Columbus, Mo. "The Falcon" was sold to WQAC, Columbus, Ga., and WFAT, Tampa, Fla.

During the month of November, Sterling Television Company sold 24 different shows to 49 stations across the country. Included in the sales are two plays each of 100 programs of "Movie Museum," scheduled across the board by KRCA, Los Angeles. Also included are sales of Christmas films to 56 stations.

New sales reported of the INS-Television TV film service are KCKT, Coast Bend, Kan., for the daily film service, and KTVB, Anchorage, Alaska, for the weekly review to be shown both in the Anchorage and Fairbanks, Alaska, markets. The special INS-Television feature film, "Football Experts of the Past 20 Years," narrated by Harry Wauer, has been sold to three more markets. They are WFIL, Philadelphia, for sponsorship by Schaefer Beer, KOMI, Seattle, for Standard Furniture Company, and KCNC, Annapolis, Tenn.

"Little Rascal," Intertone TV's property, has been sold to WCCO, Minneapolis, WBEK, Chicago, Wisc., WBEK, Rockford, Ill., and WBEK, New York. The series is produced and distributed by "Hans Carver Anderson" has been sold to WMIN, St. Paul, Minn., WTOP, Washington, and KMBZ, Kansas City, Mo. Intertone also sold its "Edel Byrnes" series to KOMU, Columbus, Mo.

CBS TV Film Sales this past week sold "Amos 'n' Andy" to WCOV, Montgomery, Ala., for the Southeastern Province Meat Packers and to KSLA, Shreveport, La., for the Shreveport area. The series is produced and distributed by "Hans Carver Anderson" has been sold to WMIN, St. Paul, Minn., WTOP, Washington, and KMBZ, Kansas City, Mo. Intertone also sold its "Edel Byrnes" series to KOMU, Columbus, Mo.

Sales of "Championship Bowling," a Walter Schaeferman Productions property, continued steadily with the addition of seven markets in the last two weeks. The sports series was sold to WBEK, Rockford, Ill., WBEK, Chicago, Wisc., WBEK, Rockford, Ill., and WBEK, New York. The series is produced and distributed by "Hans Carver Anderson" has been sold to WMIN, St. Paul, Minn., WTOP, Washington, and KMBZ, Kansas City, Mo. Intertone also sold its "Edel Byrnes" series to KOMU, Columbus, Mo.

Illinois Bell Telephone Company bought MPTV's "Sherlock Holmes" for showing over WGN-TV on Thursday at the 8:30 p.m. slot. The show will replace "It's a Wonderful Life" which leaves the air December 31. Gold Seal Company, Birmingham, Ala., will be producing "The Falcon of Scotland Yard" for 13 weeks over WGN-TV starting December 30. The agency is Campbell-Nathan, Inc., Minneapolis.

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Vidfilmmaker Emphasis On Theme Sets Record

HOLLYWOOD, Dec. 18.—Vid-film producers will test the absorption capacity of the television network next week with a 14-day record of Christmas-themed shows, several of them overlapping each other.

"Letter to Loretta" stages a Christmas party in an old-age home. "Dragged" sets its scene in Cleveland, now and then in a town in which a boy stalks a statue of Christ, but turns out to do so in high motive.

PACT BREACH

Basis of Suit Vs. Bogaus, Quality Films

HOLLYWOOD, Dec. 18.—Suit for \$75,500 for breach of contract was filed by Eagle Lion Clarette this week in Los Angeles Superior Court charging that Bogaus, B. Quality Films conspired to violate the distribution contract Bogaus has signed with RKO for his latest theatrical feature, "My Outlaw Brother."

The case was placed on television in Denver, the charges being, however, that the quality screening there, killing its theater value.

Eagle Lion had given over distribution of the film to RKO prior to the Denver telecast.

An Old Hand

Continued from page 1
and a group of British features without his toy son.

After that he formed Herb Ince, a TV association, a TV actor and consultant firm, which he has operated up to this time.

Mr. Ince, now associated with Dick Jones, former manager of ABCV here and the Da Mont Film Corp., became general manager of KRLD-TV, San Diego, and later Jones to sound out stations in the Northwest on the set-up buying plan. At a meeting of 10 station owners in Butte, Mont., in March, TV, Inc., was born.

ABC's Weapon

Continued from page 2
in the trade have ABC troops interested in the possibility of splitting the various segments of the current "Disneyland" series into separate shows attractive in the future.

TV, Inc., Members

Continued from page 1

Battle, Mont. KID-TV, Idaho Falls, Idaho, KSL-TV, Salt Lake City, KTVB-TV, Cheyenne, Wyo. KZLZ-TV, Denver, Colo. KJZZ-TV, Grand Junction, Colo. KIDO-TV, Durango, Idaho. KLTU-TV, Spokane, Wash. KIMA-TV, Yakima, Wash. KQDS-TV, Bellingham, Wash. KVAL-TV, Eugene, Ore. KQVU-TV, Missoula, Mont. KFTZ-TV, Fargo, N. D. KELD-TV, Sioux Falls, S. D. KROG-TV, Rochester, Minn. KTVB-TV, Duluth, Minn. WBAY-TV, Green Bay, Wis. WMBM-TV, Milwaukee, KCTV-TV, Denver, Colo. WYAT-TV, Dodge, Nebr. KSWD-TV, Lawton, Okla. KTEB-TV, Ada, Okla. WKOW-TV, Madison, Wis. WYAT-TV, M. J. P. Telecast. KBES-TV, Midland, Ore. KLDK-TV, Portland, Ore. KMGV-TV, Weir, Ore. KGLT-TV, Tempe, Ariz. KBMT, Beaumont, Tex. KIMD-TV, Midland, Tex. KTLA-TV, San Angelo, Tex. KEDU-TV, Denver, Colo. KPA-TV, Hot water, Tex. KFSM-TV, El Paso, Tex. KLTU-TV, Tyler, Tex. KTVQ-TV, Wichita Falls, Okla. KVAZ-TV, Phoenix, Ariz. KVOA-TV, Tucson, Ariz. KRYT-TV, Santa Barbara, Calif. KJED-TV, Fresno, Calif. KSNB-TV, Salinas, Calif. KERO-TV, Sacramento, Calif. KHSB-TV, Chico, Calif. KJEM-TV, Eureka, Calif. KTVB-TV, Anchorage, Alaska. KGLQ-TV, Napa, Calif. KTVB-TV, Quincy, Ill. and KTVB-TV, St. Clair, Ill.

Ray Berger, "Big Town," "Mayor of the Town" and "Lost World."

U. S. Interests Setting Up Studios in Jamaica

NEW YORK, Dec. 18.—A new firm has been formed to produce TV film shows in Jamaica, B.W.I. It will be ready to start shooting in three months. The company has budgeted \$300,000 for a new building which will house two studios, stage sets 90 by 60 feet and the other 90 by 60. Construction will start in the city of Kingston later this month.

CENTURION

Quizzing Tycoons For Series

NEW YORK, Dec. 18.—Centurion Productions, Inc., recently formed by Bob Siegel, son of producer Sid Siegel, is making an altitude study of 500 successful businessmen in Hollywood, in the scripting of its half-hour series, "Most Likely to Succeed." The firm recently completed shooting its first film for phase one, "The Rival," starring Franchot Tone. After completing post-shooting work, Centurion will accept for national and regional sponsors.

The show was conceived by Dick Berg, who scripted the pilot. Ed Lazarus is the story writer, and Herbert Bayard Swope Jr. is the director. The series will be narrated by Claude Rains.

The firm, Jamaica Film Center, Ltd., is capitalized at close to \$1,000,000, half put up by American investors, and half by the Industrial Development Corporation, a statutory corporation established under the Industrial Development Law of Jamaica. Film Center, Inc. is a veteran Broadway producer.

The American interests are Martin Jones, Henry O'Connell and Conner Knox, partners in Television Producers, Inc., which owns a pilot film, "The Remains." Marine Corps adventure show. Knox is also head of the Private Film Center, Inc. in a veteran Broadway producer.

James said this week that their surveys indicate that six per cent made in Jamaica for 20 per cent less than what they would cost in Hollywood. A great part of the saving native labor, the other part will be American craftsmen.

Filmcock Opens TV Dept. in Gotham To Service Trade

CHICAGO, Dec. 18.—In an effort to meet the demands of the new advertising agencies, Filmcock Studios of Chicago announced this week the opening of a television department in its New York plant at 630 North Avenue.

The firm's existing facilities will be retained to provide complete production service for all types of TV commercials, sales and industrial films. In the past, Filmcock's New York office has been solely to produce special trailers and films for theaters.

Now the New York plant has been equipped with a complete art staff, model laboratory, a computer room and a camera staff. The move allows the firm to handle on-the-spot production of all TV and commercial films under one roof.

An Old Hand

Continued from page 1
and a group of British features without his toy son.

After that he formed Herb Ince, a TV association, a TV actor and consultant firm, which he has operated up to this time.

Mr. Ince, now associated with Dick Jones, former manager of ABCV here and the Da Mont Film Corp., became general manager of KRLD-TV, San Diego, and later Jones to sound out stations in the Northwest on the set-up buying plan. At a meeting of 10 station owners in Butte, Mont., in March, TV, Inc., was born.

ABC's Weapon

Continued from page 2
in the trade have ABC troops interested in the possibility of splitting the various segments of the current "Disneyland" series into separate shows attractive in the future.

'ANNIE OAKLEY' GOING GREAT GUNS

National Gateway Contest Adds Spark to Promotional Efforts

NEW YORK, Dec. 18.—"Annie Oakley" has been trying the children of the press, thrown by CBS TV Film Sales, and at an Antebellum Hotel party for many guests of "Annie Oakley" merchandise given by the Mitchell Handman Agency.

Continued from page 1
The licensing of Oakley merchandise in Canada has been handled by Marvin Sugarman, head of the Hamburg office here, who in a recent trip over here, during the 12 franchise deals. Every item is available for re-licensing up there because of the duty restrictions. The film is now sponsored by TV Time Popcorn in Canada.

There will be a business meeting of all licensees here shortly. Sugarman has been in Hollywood setting final plans for the meeting, at which a campaign of co-operation with local theaters is to be developed.

According to Sugarman, Oakley merchandising will only get into

full swing next year. The store promoting this year has attracted less, in the nature of a test. His debut appearance at Ciner's, New York, was a success. In addition, the merchandise is being sold thru 400 Great stores, and all sold goods are going thru the J. C. Penney chain.

30 Franchises
The Hamburg office here has signed a total of 30 merchandise franchises in 1954, Sugarman said. These include Ciner, Autry and Ringer, Ringer, in addition to Ciner. The new deal is available to licensees for a franchise, Premium for a sewing kit, and a small TV set for blouses.

TV Time Popcorn, thru Sherwin-Forgers agency, will have the TV film show in 125 markets by January. In cities in which they have not picked up the show yet, the gateway contest is being held. The contest is participating shows, such as CBS-TV's "Space Families" here.

'Danger' Pact

Continued from page 2

niffer, moved out to go into spot TV.

Newspapers is said to be paying \$25,000 a week for the show, an increase of \$6,000 over what Block was contributing. Revlon was also said to be associated in "The Marriage" NBC-TV. The advertiser will most likely center "What's Going On" on the ABC-TV network, when its 15-hour run runs out.

'Breakfast Club'

Continued from page 2

bookends the opportunity of buying one or more 60-second spots per day at a cost of approximately \$45,000 a spot. Each half-hour show will air a minimum of five spots.

CHICAGO

Rank	Station	File, Type and Distributor	Station, Day, Time	Non-ABC Rating	Top Operations & Selling
1	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast
2	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast
3	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast
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6	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast
7	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast
8	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast
9	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast
10	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast

TOP TEN LOCALLY RATED PROGRAMS (Chicago Non-Network)

Rank	Station	File, Type and Distributor	Station, Day, Time	Non-ABC Rating	Top Operations & Selling
1	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast
2	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast
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10	WGN-TV	WGN-TV, Chicago, Ill.	7:30-10:30 P.M.	4.8	Best of Broadcast

Kanaga May Take Sacks' RCA Post

By IS HOBOWITZ
NEW YORK, Dec. 18.—Larry Kanaga will take over operation of RCA Victor Records when Mike Sacks, now vice-president and general manager, moves up in the RCA office early next year. (See separate story.) Promotion of Kanaga, long-time general sales manager, is noted a certainty by inside observers.

Altho Sacks' main duties will, in the future, be concentrated to television, he is still expected to continue a strong interest in the record department.

It is expected that Howard Letts will remain in his present post of assistant general manager, as will George Marek, director of artists and repertoire.

On the sales level, Bill Bullock appears slated to move into the post Kanaga will leave vacant. It is recalled that Bullock took over as acting vice manager about a year and a half ago, and will leave in three-month leave of absence taken by Kanaga earlier this year.

Construction Starts On New Cap Home

HOLLYWOOD, Dec. 18.—Construction on Capitol Records' new circular office building officially began this week, with the pouring of the foundation concrete. Capitol executives expect the building to be completed and ready for occupancy by December of 1955. The new building will be a place for rental sales, which will occupy approximately 40 per cent of the available office space.

Dictograph to Enter Home Phono Field

NEW YORK, Dec. 18.—Dictograph Products, Inc., one of the nation's oldest manufacturers of sound equipment, will enter the home phono field early next year with a basic model retailing at \$149.50. It will market its line via a home demonstration-credit sales plan, operating thru franchised dealers across the country.

The plus side for the equipment to be demonstrated at a prospect's home. The sale would be made on a money-back guarantee basis at the buyer's home with the credit plan requiring as little as a 15 per cent down payment and two years' monthly installments for the balance.

Stanley Greenman, Dictograph's board chairman, told The Billboard his firm will own a two-pronged drive at the home phono market. The first phase is the sale of its basic \$149.50 players thru home demonstration. This equipment consists of a separately housed speaker which can be placed in any required distance from the cabinet containing the amplifier and changes.

The basic model includes a Williamson type 10-watt amplifier, a 45-cm. pickup with a diamond needle, a Calrose record changer and a separate speaker mounted in its acoustic box. Greenman said the Dictograph unit will reproduce sound between 50 to 15,000 cycles.

The second part of Dictograph's drive includes the sale of record players to be purchased with the Dictograph unit.

(Continued on page 22)

Autry Studies Venture Into Recording Biz

HOLLYWOOD, Dec. 18.—Veteran folkie Gene Autry is expected to enter the record business with a label of his own shortly should current investigations in the field prove to be affirmative.

The no firm plans have as yet been made. Autry's associate, Charlie Adams, general personnel manager of the singer's publishing firm, is currently looking into available means and methods of distribution. Application for a recording license has not been filed, nor has a name for the proposed label been determined.

It is expected that Autry will enter his current relationship with Columbia Records, the possibility exists that he will ask for a non-exclusive recording contract which would permit him to record for his own label.

According to Adams, the plan for a recording company is prompted by increasing difficulty for publisher to get his songs recorded, owing to a multiplicity of affiliations by recording companies, and their artist and repertoire men.

HI-FI PLUG IN 'HEART' FILM

CHICAGO, Dec. 18.—High-fidelity manufacturers got a timely and healthy ointment, promotion-wise, this week with the premiere opening of Warner Bros.' new motion picture, "Young at Heart."

One of the highlights of the picture comes when Doris Day, Frank Sinatra and other cast members present Miss Day's father with a high-fidelity unit on his birthday. His elation over the gift and the short but effective word-by-play that goes along with the presentation of the gift should produce sales on a nation-wide basis.

Lanza Signs RCA Renewal

HOLLYWOOD, Dec. 18.—RCA Victor this week inked a three-year renewal contract with tenor Mario Lanza. New post repeatedly gives Lanza an increase in the number of both album and popular single disk releases.

Despite limited recording activity during the past year, Lanza has been one of the most successful RCA Victor artists, and currently has a best selling album, "The Student Prince."

Majors Top Heap for '54 in Pop, C&W; Indies Take Over in R&B

NEW YORK, Dec. 18.—The 1954 was the major record firms on top of the heap in the pop and country fields, with the indie labels still supreme in the R&B and blues. The Billboard's chart recapitulation "1954's Top Popular, C&W, and R&B Records" published in the current issue. These summaries are based on The Billboard's best-selling, juke box and dance charts during 1954.

In the pop field, Columbia Records had a slight lead over the

other majors with seven top-sellers. Capitol, Decca have five best sellers to account for 27 out of 30 top spots for 1954. Only Caldon, Mercury and Capitol had more than one top seller. The indie labels were able to come thru with a single record among the top 30 of the year.

The industry field, the 12 reveals some cracks in the long dominance by the major labels, still shows Decca, RCA Victor, Capitol and Columbia in the top three, but out of the top 30 bestsellers for

WLW 2-for-1 Sales Plan Gives \$1-for-\$1 Promosh

CINCINNATI, Dec. 18.—WLW Radio's Two-for-One Plan, most ambitious sales idea in the 53-year history of the Croley Broadcasting Corporation, will be launched January 1, R. E. Danville, Cinsley general manager, announced.

Under the Two-for-One Plan for every dollar spent on WLW Radio facilities, a comparable amount will be returned with certified, contractually guaranteed promotion and merchandising to the advertiser.

"Radio today is not the radio of yesterday," Danville stated. "An entirely new concept had to be developed to bring the medium into modern and distinct level that not only would allow competitive sale, but also competitive results."

WLW Radio's Two-for-One Plan is a basic plan designed to do a top-flight, media-merchandising job generally for the national and regional markets of products sold in the food and drug stores in the WLW area.

The basic concept includes a complete saturation campaign on WLW Radio, with sales developed by the use of a powerful and comprehensive merchandising and promotion program that will be fully integrated at point-of-purchase.

chain, dealer and consumer level. Danville further stated. The plan was conceived on the basic premise that the repeated request inherent in a saturation campaign is an advertising necessity for progress in the industry.

(Continued on page 22)

Gen. Sarnoff Shuttles '54 Business Picture

NEW YORK, Dec. 18.—About 20,000,000 record players of all types will be sold in the next five years, sales in the high fidelity instrument field during 1954 will amount to about 50 per cent over 1953, retail sales of phonograph records next year will rise to \$200,000,000 and more than 10,000,000 new single records will be sold at retail next year. These are some of the highlights of the year-end statement issued this week by Gen. David Sarnoff, chairman of the board of the RCA Corporation of America. (See separate column in "Television Department.")

General Sarnoff said that the

Combo Disc Vender, Juke Box Due Soon

Apco, Inc., Buys Andres Invention Which Dispenses 12 Selections

By AARON STERNFIELD

NEW YORK, Dec. 18.—Sam Kinsberg, president of Apco, Inc., a manufacturer of juke boxes, cigarette, coffee and hot chocolate vending machines, disclosed today he has bought controlling interest in a combination juke box-dispensing machine invented by Lloyd Andres.

The record vender has a separate 45-rpm disk slot, 40 for each of 12 selections. Kinsberg said the electrically-operated unit is completely selective, with each record being capable of dispensing records at different prices in multiples of 5 cents.

In operation, Kinsberg envisions placing the unit at the entrance of a store where the patron drops a coin in the juke box chute indicating that he wants to exercise the option of buying the recorded play. At the end of the selection, he can purchase the record by depositing in the appropriate vending coin chute the required amount, minus whatever it cost him to play the record.

However, there is a time limit—

three selections—during which the patron has to buy but must be exercised. Other rows of selection buttons are available for juke disks, coffee, tea and other items on the selling block.

Kinsberg maintains that 40 cents of juke box play is three times as profitable as the 12 or 150-sec. selections, thus there is no provision for vending more than 12 selections.

Production plans have not been completed, but Kinsberg said he expects to have a pilot model.

(Continued on page 12)

Porter 'Socks' 1st RCA Show Set at \$6.95

NEW YORK, Dec. 18.—RCA Victor will issue on Jan. 26/55 show album with the release of the original cast disk of Cole Porter's "Socks" (see separate story), its first. The plush double-fold liner is expected to be the first of a series of show packages at the upper price level. It's due for a heavy promotional push.

Meanwhile, the firm is reaching the early release of another play package, the Edwy Arnold production "An American Institution" (see separate story), at a new list. A 10-inch set will carry a suggested list of \$3.95.

The "Socks" set, due this first at the new list in the Victor pop department, follows a similar pattern. At the present time, by the diskery at the special price. The occasional release of such high-quality album sets, manufactured by has become almost standard practice (The Billboard, December 18).

Sacks Slated For New Net Post at NBC

Continued from page 2

welcome the addition of an exec of Sacks' empire to give them an asset in the fall-rate music.

Sacks, of course, has been particularly active in broadcasting circles revolving around radio and TV. He was a key man at the Music Corporation of America, and later at CBS in this sphere prior to moving to NBC. At the present time, he is the president of NBC. The possibility exists that this might again become one of his puppet projects.

It is likely, however, that Sacks will continue to retain an active interest in the Victor record business. At the present time, the bulk of his work rests with the record field, with the remainder devoted to talent relations with the TV web. Under his new duties, chances are that this ratio will be reversed.

Upstair Silent

Top boys of the parent firm, RCA Corporation of America, were in line to be produced on account. Brig. Gen. David Sarnoff, the board chairman, and President Frank Taylor, both sons of the firm, were on a government mission.

Sacks himself professed no knowledge of the move. He has commented only that "whatever assignment General Sarnoff would give me, I would take even if it meant going to Japan."

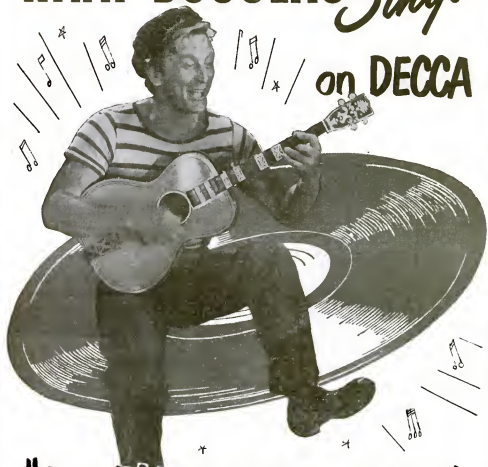
1954's TOP RECORDS

According to Retail Sales, Disk Jockey Play and Juke Box Play.

See Page 17

KIRK DOUGLAS *Sings*

on DECCA



"A WHALE OF A TALE"

just as he sings it in...

WALT DISNEY'S

20,000 Leagues UNDER THE Sea

b/w "AND THE MOON GREW BRIGHTER AND BRIGHTER"
from the Universal-International Picture "Man Without a Star"

Decca 29355 • 9-29355

1954'S POP RECORDS

according to RETAIL SALES

A recapitulation of The Billboard's weekly Best-Selling Pop Single charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	1. LITTLE THINGS MEAN A LOT (Jimmy Ruffin, Decca).....	15,391
2.	2. WANTED (Perry Como, Victor).....	15,150
3.	3. HEY, THERE (Honeycomb Chorus, Columbia).....	15,093
4.	4. THROU (Irene Cara, Mercury).....	15,115
5.	5. TAKE LOVE TO ME (Joe Mulford, Columbia).....	15,101
6.	6. OH MY PAPA! (Eddie Fisher, Victor).....	15,104
7.	7. I GET SO LONELY (Four Knights, Capitol).....	15,108
8.	8. THREE COINS IN THE FOUNTAIN (Four Aces, Decca).....	15,114
9.	9. SECRET LOVE (Doris Day, Columbia).....	15,112
10.	10. HERNANDO HIDEAWAY (Annie Beyer, Columbia).....	15,111
11.	11. YOUNG AT HEART (Frank Sinatra, Capitol).....	15,100
12.	12. THIS OLD HOUSE (Honeycomb Chorus, Columbia).....	15,101
13.	13. I NEED YOU NOW (Gale Force, Victor).....	15,102
14.	14. CROSS OVER THE BRIDGE (Paul Potts, Mercury).....	15,103
15.	15. LITTLE SHOWERMAN (Hepburn, Mercury).....	15,104
16.	16. THAT'S ANOTHER (Doris Day, Capitol).....	15,105
17.	17. HAPPY WANDERER (Frank W. Long, Decca).....	15,106
18.	18. ANOTHER ME MY LOVE (Irene Cara, Mercury).....	15,107
19.	19. STANGER IN PARADISE (Four Aces, Decca).....	15,108
20.	20. IF I GIVE MY HEART TO YOU (Doris Day, Columbia).....	15,109
21.	21. IF YOU LOVE ME REALLY LOVE ME (Ray Kay, Capitol).....	15,110
22.	22. BROOKMAN (Rene Marz, Mercury).....	15,111
23.	23. HOLD MY HAND (Don Carroll, Capitol).....	15,112
24.	24. CHANGING PARTNERS (Paul Potts, Mercury).....	15,113
25.	25. PAPA LOVES MAMBO (Paul Potts, Mercury).....	15,114
26.	26. SHARE, BATTLE AND BOLD (Irene Cara, Mercury).....	15,115
27.	27. CROSS OVER THE BRIDGE (Paul Potts, Mercury).....	15,116
28.	28. IN THE CHAPEL IN THE MOONLIGHT (Ray Kay, Capitol).....	15,117
29.	29. STANGER IN PARADISE (Four Aces, Decca).....	15,118
30.	30. HEAR (Four Aces, Decca).....	15,119

according to DISK JOCKEY PLAYS

A recapitulation of The Billboard's weekly Best-Selling by Jockey charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	1. WANTED (Perry Como, Victor).....	15,391
2.	2. LITTLE THINGS MEAN A LOT (Jimmy Ruffin, Decca).....	15,386
3.	3. HERNANDO HIDEAWAY (Annie Beyer, Columbia).....	15,384
4.	4. TAKE LOVE TO ME (Joe Mulford, Columbia).....	15,379
5.	5. HEY, THERE (Honeycomb Chorus, Columbia).....	15,378
6.	6. YOUNG AT HEART (Frank Sinatra, Capitol).....	15,377
7.	7. SECRET LOVE (Doris Day, Columbia).....	15,376
8.	8. CROSS OVER THE BRIDGE (Paul Potts, Mercury).....	15,375
9.	9. I GET SO LONELY (Four Knights, Capitol).....	15,374
10.	10. THREE COINS IN THE FOUNTAIN (Four Aces, Decca).....	15,373
11.	11. OH MY PAPA! (Eddie Fisher, Victor).....	15,372
12.	12. I NEED YOU NOW (Gale Force, Victor).....	15,371
13.	13. HERNANDO HIDEAWAY (Annie Beyer, Columbia).....	15,370
14.	14. HOLD MY HAND (Don Carroll, Capitol).....	15,369
15.	15. THIS OLD HOUSE (Honeycomb Chorus, Columbia).....	15,368
16.	16. IF I GIVE MY HEART TO YOU (Doris Day, Columbia).....	15,367
17.	17. BROOKMAN (Rene Marz, Mercury).....	15,366
18.	18. ANOTHER ME MY LOVE (Irene Cara, Mercury).....	15,365
19.	19. IF YOU LOVE ME REALLY LOVE ME (Ray Kay, Capitol).....	15,364
20.	20. PAPA LOVES MAMBO (Paul Potts, Mercury).....	15,363
21.	21. STANGER IN PARADISE (Four Aces, Decca).....	15,362
22.	22. SHARE, BATTLE AND BOLD (Irene Cara, Mercury).....	15,361
23.	23. CROSS OVER THE BRIDGE (Paul Potts, Mercury).....	15,360
24.	24. IN THE CHAPEL IN THE MOONLIGHT (Ray Kay, Capitol).....	15,359
25.	25. HAPPY WANDERER (Frank W. Long, Decca).....	15,358
26.	26. THREE COINS IN THE FOUNTAIN (Four Aces, Decca).....	15,357
27.	27. MAN WITH THE BANDS (Kane Brothers, Victor).....	15,356
28.	28. CHANGING PARTNERS (Paul Potts, Mercury).....	15,355

according to JUKE BOX PLAYS

A recapitulation of The Billboard's weekly Best-Selling by Juke Box charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	1. WANTED (Perry Como, Victor).....	15,390
2.	2. SHEDDER (Cory Cole, Mercury).....	15,385
3.	3. HEY, THERE (Honeycomb Chorus, Columbia).....	15,380
4.	4. LITTLE THINGS MEAN A LOT (Jimmy Ruffin, Decca).....	15,375
5.	5. TAKE LOVE TO ME (Joe Mulford, Columbia).....	15,370
6.	6. CROSS OVER THE BRIDGE (Paul Potts, Mercury).....	15,365
7.	7. I GET SO LONELY (Four Knights, Capitol).....	15,360
8.	8. YOUNG AT HEART (Frank Sinatra, Capitol).....	15,355
9.	9. THIS OLD HOUSE (Honeycomb Chorus, Columbia).....	15,350
10.	10. LITTLE SHOWERMAN (Hepburn, Mercury).....	15,345
11.	11. SECRET LOVE (Doris Day, Columbia).....	15,340
12.	12. YOUNG AT HEART (Frank Sinatra, Capitol).....	15,335
13.	13. HERNANDO HIDEAWAY (Annie Beyer, Columbia).....	15,330
14.	14. OH MY PAPA! (Eddie Fisher, Victor).....	15,325
15.	15. I NEED YOU NOW (Gale Force, Victor).....	15,320
16.	16. THAT'S ANOTHER (Doris Day, Capitol).....	15,315
17.	17. IN THE CHAPEL IN THE MOONLIGHT (Ray Kay, Capitol).....	15,310
18.	18. SHEDDER (Cory Cole, Mercury).....	15,305
19.	19. MAN WITH THE BANDS (Kane Brothers, Victor).....	15,300
20.	20. CHANGING PARTNERS (Paul Potts, Mercury).....	15,295
21.	21. CROSS OVER THE BRIDGE (Paul Potts, Mercury).....	15,290
22.	22. I GET SO LONELY (Four Knights, Capitol).....	15,285
23.	23. YOUNG AT HEART (Frank Sinatra, Capitol).....	15,280
24.	24. IF I GIVE MY HEART TO YOU (Doris Day, Columbia).....	15,275
25.	25. EAGLE TO RICHIE (Paul Potts, Mercury).....	15,270
26.	26. ANOTHER ME MY LOVE (Irene Cara, Capitol).....	15,265
27.	27. HAPPY WANDERER (Frank W. Long, Decca).....	15,260
28.	28. UNDERSTAND JUST HOW YOU FEEL (Four Aces, Decca).....	15,255
29.	29. STANGER IN PARADISE (Four Aces, Decca).....	15,250
30.	30. PAPA LOVES MAMBO (Paul Potts, Mercury).....	15,245

1954'S TOP C & W RECORDS

... according to RETAIL SALES

A recapitulation of The Billboard's weekly Best-Selling C & W Single charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	1. I DON'T WANT ANYMORE (Hank Snow, Victor).....	6,381
2.	2. ONE BY ONE (Ray Kay & Red Foley, Decca).....	6,170
3.	3. SLOWLY (Gale Force, Decca).....	6,130
4.	4. EVEN TON (Frank Foster, Decca).....	5,387
5.	5. I REALLY DON'T WANT TO KNOW (Eddy Arnold, Victor).....	5,348
6.	6. MERRY AND MERRY (Gale Force, Decca).....	5,135
7.	7. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,144
8.	8. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
9.	9. WERE MARRIED (Gale Force, Decca).....	5,127
10.	10. I'LL BE THERE (Gale Force, Decca).....	5,127
11.	11. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,127
12.	12. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
13.	13. WERE MARRIED (Gale Force, Decca).....	5,127
14.	14. I'LL BE THERE (Gale Force, Decca).....	5,127
15.	15. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,127
16.	16. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
17.	17. WERE MARRIED (Gale Force, Decca).....	5,127
18.	18. I'LL BE THERE (Gale Force, Decca).....	5,127
19.	19. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,127
20.	20. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
21.	21. WERE MARRIED (Gale Force, Decca).....	5,127
22.	22. I'LL BE THERE (Gale Force, Decca).....	5,127
23.	23. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,127
24.	24. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
25.	25. WERE MARRIED (Gale Force, Decca).....	5,127
26.	26. I'LL BE THERE (Gale Force, Decca).....	5,127
27.	27. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,127
28.	28. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
29.	29. WERE MARRIED (Gale Force, Decca).....	5,127
30.	30. I'LL BE THERE (Gale Force, Decca).....	5,127

... according to JUKE BOX PLAYS

A recapitulation of The Billboard's weekly Best-Selling by Juke Box charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	1. I DON'T WANT ANYMORE (Hank Snow, Victor).....	6,381
2.	2. ONE BY ONE (Ray Kay & Red Foley, Decca).....	6,170
3.	3. SLOWLY (Gale Force, Decca).....	6,130
4.	4. EVEN TON (Frank Foster, Decca).....	5,387
5.	5. I REALLY DON'T WANT TO KNOW (Eddy Arnold, Victor).....	5,348
6.	6. MERRY AND MERRY (Gale Force, Decca).....	5,135
7.	7. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,144
8.	8. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
9.	9. WERE MARRIED (Gale Force, Decca).....	5,127
10.	10. I'LL BE THERE (Gale Force, Decca).....	5,127
11.	11. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,127
12.	12. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
13.	13. WERE MARRIED (Gale Force, Decca).....	5,127
14.	14. I'LL BE THERE (Gale Force, Decca).....	5,127
15.	15. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,127
16.	16. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
17.	17. WERE MARRIED (Gale Force, Decca).....	5,127
18.	18. I'LL BE THERE (Gale Force, Decca).....	5,127
19.	19. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,127
20.	20. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
21.	21. WERE MARRIED (Gale Force, Decca).....	5,127
22.	22. I'LL BE THERE (Gale Force, Decca).....	5,127
23.	23. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,127
24.	24. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
25.	25. WERE MARRIED (Gale Force, Decca).....	5,127
26.	26. I'LL BE THERE (Gale Force, Decca).....	5,127
27.	27. YOU BETTER NOT DO THAT (Tommy Collins, Capitol).....	5,127
28.	28. THERE STANDS THE GLASS (Gale Force, Decca).....	5,127
29.	29. WERE MARRIED (Gale Force, Decca).....	5,127
30.	30. I'LL BE THERE (Gale Force, Decca).....	5,127

1954'S TOP R & B RECORDS

... according to RETAIL SALES

A recapitulation of The Billboard's weekly Best-Selling R & B Single charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

Pos.	Record, Artist & Label	Points
1.	1. WORK WITH ME, ANNIE (Gale Force, Decca).....	7,381
2.	2. HONEY LIPS (Gale Force, Decca).....	6,889
3.	3. WEAT A DREAM (Gale Force, Decca).....	6,889
4.	4. YOU'LL NEVER WALK ALONE (Gale Force, Decca).....	6,889
5.	5. SHARE, BATTLE AND BOLD (Irene Cara, Mercury).....	6,889
6.	6. I'LL BE THERE (Gale Force, Decca).....	6,889
7.	7. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
8.	8. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
9.	9. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
10.	10. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
11.	11. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
12.	12. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
13.	13. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
14.	14. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
15.	15. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
16.	16. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
17.	17. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
18.	18. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
19.	19. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
20.	20. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
21.	21. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
22.	22. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
23.	23. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
24.	24. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
25.	25. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
26.	26. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
27.	27. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
28.	28. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
29.	29. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
30.	30. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889

... according to JUKE BOX PLAYS

A recapitulation of The Billboard's weekly Best-Selling by Juke Box charts for 1954. Records marked with an asterisk (*) carried over from 1953. Column headed "Points" shows the relative strength of each of the records on the listing.

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5.	5. SHARE, BATTLE AND BOLD (Irene Cara, Mercury).....	6,889
6.	6. I'LL BE THERE (Gale Force, Decca).....	6,889
7.	7. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
8.	8. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
9.	9. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
10.	10. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
11.	11. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
12.	12. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
13.	13. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
14.	14. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
15.	15. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
16.	16. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
17.	17. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
18.	18. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
19.	19. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
20.	20. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
21.	21. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
22.	22. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
23.	23. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
24.	24. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
25.	25. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
26.	26. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
27.	27. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
28.	28. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
29.	29. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889
30.	30. HEARTS OF TONIGHT (Gale Force, Decca).....	6,889

AMERICA'S NEWEST
HIT SONG
AND IT'S A...

**GEORGIE
SHAW
SMASH!**



UNSUSPECTING HEART

b/w
HOUSE OF
FLOWERS

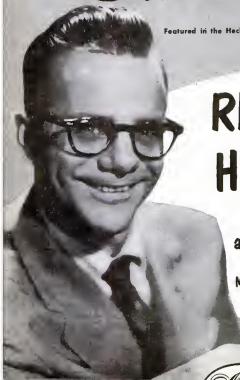
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DECCA
RECORDS

A Stirring Instrumental Interpretation Of The Big Film Song Hit!

VERA CRUZ

Featured in the Hecht-Lancaster Production for United Artists "VERA CRUZ"



RICHARD HAYMAN

his Harmonica
and his Orchestra

MERCURY RECORD 70514

b/w WINTER WONDERLAND



EDDY ARNOLD

RCA Album
Will Mark
Anniversary

NEW YORK, Dec. 18. — RCA Victor next week will release a deluxe commemorative album marking the 10th anniversary of Eddy Arnold with the firm. The set, to be sold at a special list of \$13.95, will be backed by a major promotional push.

The repackages of the Arnold disk, titled "An American Institution," consists of a favorite country tune from each of the 10 years during which the chapter has been associated with Victor. But none were previously recorded by the artist. Such ditties as "Tennessee Waltz," "Cold, Cold Heart" and "Swampy" are included.

The special album will feature a 12-page biographical pictorial review of Arnold's career. Set will be available as a 10-inch LP and as a two-pocket EP.

Over 1,000 of the albums will be sent to disk jockeys. Dealers also designed to help move the package include a special window display, counter merchandise, hat sign, special ballpoint and co-op ad mats.

Three Eddy Arnold singles will be released simultaneously with the album, including one inside record cut by Arnold with his eight-year-old daughter, Jo Ann.

Vogel Music Files
Suit vs. Fischer

NEW YORK, Dec. 18. — Jerry Vogel Music filed suit in Federal Court here yesterday (17) asking for a declaratory judgment naming the publishing firm co-owners of the renewal copyright to "The Hills of Home." Tune was originally in the catalog of Carl Fischer, Inc., defendant in the action.

Writers of the ditty were Oscar Fox and the late F. Calhoun. Fox

WLW Sales Plan
Continued from page 13

present-day approach to selling via radio.

"The repetition of the advertiser's message is a must in radio these days," Danville said, "and yet with this repetition, the repetition that gains sales, the cost-per-thousand, is by far the lowest of any major advertising medium. Repetition, backed by merchandising and promotion features that carry the sales message down to the point-of-purchase, is the backbone of our new plan."

Sunday campaigns individually designed for leading grocery and drug products have been completed by Crowley's client service department. The saturation campaign, based on more than a year's research by Crowley's Dr. James Anderson, are said to be a new approach to the use of radio as a powerful advertising medium. Each campaign will have a copy-like production and merchandising campaign individually designed to act as a sales channeling force for the on-the-air schedule.

Backing up Crowley's sales force in the advertising medium, each campaign ever used by WLW, Danville said, Crowley sales executives and NBC spot sales representatives were given a preview of the new plan last week when top officials presented details during a outing around the nation.

Included in the group presenting the new plan were Danville, H. M. South, vice-pres. in charge of sales; George Henderson, general sales manager; R. K. Jones, director of Crowley's client service department; and J. K. Frazier, director of merchandising.

assigned him renewal rights to Fischer, while the heirs of Calhoun turned over their rights to Vogel. Later now claims that Fischer refuses to share income from the copyright and the Vogel suit also for a declaration of co-ownership and accounting of profits.

EXCITEMENT

New Tunes
By Hamblen
Stir Action

NEW YORK, Dec. 18. — Stuart Hamblen, writer, singer, lecturer and presidential candidate, is creating renewed excitement with his recordings these days. After his smash song, "This Ole House" which hit it in the pop and country fields, he has come up with a series of tunes that have been made into pop records and two new record-pop efforts that are in the charts. These are "Open Up Your Heart" and "The Lord Is Counting on You," recorded on Decca by the Cowboy Church Sunday School.

Hamblen's latest efforts include "Old Puppy Time," "The Toy Violin" and "Have You Met Miss Jones," all of which have secured important pop airings, in addition to Hamblen's own version on RCA Victor. He is being looked to for new country-record tunes by pop acts, men in a manner similar to the Hank Williams era.

Hamblen has the distinction of writing one of the biggest selling sheet music tunes in the past decade. The tune is "It Is No Secret," sold about 1,000,000 copies in about five years.

New Packaging for
A-V Tape Libraries

NEW YORK, Dec. 18. — New package designs have been introduced on 16 A-V Tape Libraries' releases, as part of a merchandising program calling for the eventual conversion of all pre-recorded tape packs in the firm's catalog in addition to greater use of color and art, the new packages permit quicker identification of titles and

Home Dictograph
Continued from page 13

equipment as part of the time-pressure contract, special custom installations and the sale of additional speakers, remote control units and other accessories. One-man estimated special custom installations would cost between \$350 and \$500 depending upon the buyer's demands.

Quarman said that the Dictograph home demonstration sales plan was tested in the Westchester and Long Island suburban areas of New York City with highly satisfactory results.

The Dictograph firm is 52 years old. The firm manufactures and sells the Accousticon Hearing Aid, Dictograph Inter-Communicator System and a home fire alarm system.

Duke Finally Set
On Europe Tour

LONDON, Dec. 18. — The blow-out, blow-out album to bring Duke Ellington and his unit to Europe next spring has finally crystallized into an okay. The unit has been booked for 31 appearances in 15 days, which will mean flying between dates.

Ellington's known aversion to air trips was the major snag holding up negotiations over the past few months. The unit will follow substantially the same circuit as the event. Lucien Hampton, swing, probably winding up with a concert at Dublin's Theatre Royal, to get the source of origin lost in Britain who would otherwise not get to see the show owing to the British Musicians' Union ban on foreign acts.

Ellington was last in Europe in 1950. Several attempts were then to set up tours have failed thus because of the impossibility of catching the dates without using air travel.

artist. The firm has also just released a new, comprehensive catalog of its tapes.

FORTITUDE

'Idle Gossip'
Finally Hits
U. S. Market

NEW YORK, Dec. 18. — The music industry learned again last week that publisher Rialto Evans never gives up. After more than a year of turmoil and torment, during which time he watched the Perry Como recording of his copyright "Idle Gossip" — never released here — grow into a hit in England on the HMV label. Evans this week shipped out to key deejays across the country copies of the English record, so that "... this great song may not be entirely lost to the American public."

Came aboard the tune last year for RCA Victor, but for a number of reasons it was never issued in the States. It was accidentally released in England and hit the best-seller lists. A number of other versions of the tune were released here, but none broke thru. Evans tried his best to get RCA Victor to release the side, but had no luck.

So this week, the publisher, head of Jefferson and Lloyd Evans Music, sent out copies of the HMV disk to deejays, with the following letter: "Enclosed you will find Perry Como's recording of 'Idle Gossip'... this record was a big hit in England for five months... We have never given out a record of Perry Como's 'Idle Gossip'."

However we have had many requests from our friends to get this English record. At this holiday season, we want to take this opportunity to send you Perry Como's sensitive and beautiful rendition of a great song so that it may not be entirely lost to the American public."

NEW YORK, Dec. 18. — Steve Sholes, RCA Victor's country and western recording chief, has recently signed new contracts with Woody Shreve, Redd Stewart and a Detroit group — Jimmy Martin and the Osborne Brothers.

AT THE TOP OF THE LIST... IS THE HOTTEST...
"Mr. hot piano" is hotter than ever...

Jac Lee

I CAN'T GIVE YOU ANYTHING BUT LOVE

BLUE BOOGIE

CORAL 61304 9-61304

CORAL RECORDS

**BIGGEST OVERNIGHT HIT
IN DECCA'S 20 YEARS in BUSINESS**



**THE COWBOY CHURCH
SUNDAY SCHOOL**

sings

OPEN UP YOUR HEART

(AND LET THE SUNSHINE IN)

and

THE LORD IS COUNTING ON YOU

Two hits from the flaming pen of Stuart Hamblen
Decca 29367

Winding up our 20th Anniversary year—IN A BIG WAY, with . . .

America's Fastest Selling Record  **DECCA
RECORDS**

A Great New
UNIVERSAL-INTERNATIONAL
Musical Film in
Technicolor

32,000,000

POTENTIAL CUSTOMERS SAW AND HEARD ABOUT IT ON THE COLGATE COMEDY HOUR

(Sunday, December 12, NBC-TV Network)

... the sensational New Motion Picture and
sound track album—"SO THIS IS PARIS"—featuring
TONY CURTIS, GLORIA DE HAVEN, GENE NELSON
and other great U-I stars

THE
ALBUM:
DL 5553
King Price
ED 700
115 Ex. 115

A Great New DECCA
Sound Track
Album!



SONG HITS FROM THE SOUND TRACK OF

SO THIS IS PARIS

Technicolor

TONY CURTIS
GLORIA DE HAVEN
GENE NELSON
CORINNE CALVERT
PAUL GIBBY

Smash Singles
GLORIA
DE HAVEN

has
"SO THIS IS PARIS"
and
"THE TWO OF US"
Decca 27344 and 93344

THE PROMOTION

Full color film ads! FULL PAGES in LIFE, LOOK, THIS WEEK, SEVENTEEN, CORONET, COSMOPOLITAN and other top consumer publications!
Extensive radio and TV exploitation, including special Disk Jockey script material!
Dynamic Displays, including streamers, hangers, mounted covers and a SPECTACULAR Large Die-cut window center! Co-op advertising material—and plenty MORE!
Contact your DECCA Distributor or U-I Exchange today—Don't Delay!

Brought to you by
UNIVERSAL-INTERNATIONAL
PICTURES
and DECCA RECORDS—
THE WINNING COMBINATION
that gave you "THE GLENN
WALLER STORY" and the
"MAGNIFICENT OBSESSION"
Sound Track
Hit Albums!

Universal
International

DECCA
RECORDS

If it's a DECCA Sound Track Album — it's the Best!

to all our friends in the
entertainment field

season's
greetings
and
best wishes
for a happy
and
prosperous
new year

ASCAP



The American Society of Composers, Authors and Publishers
875 Madison Avenue, New York 22, N. Y.

RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

Talent Corner

The record business—and the talent business—could be headed for a strong year in 1955. At least that's how it looks from a study of the last records of the moment. Very much in evidence are new talents. Some are completely new to show business and some only "new" in the sense that they have finally come thru with the hit record as pointed out for these years.

At this moment deejays, jockeys, operators and, of course, the public, are getting ever familiar with a raft of new disk stars. Here's only a partial list gleaned from among the better selling pop singles: Bob Manning, Joan Weber, Bill Vaught, Bill Haley, Richard Maltby, the Chordettes, the Chordettes, the De Castro Sisters, Joyce Kilmer, the Chaires, the Merrens, Archie Bleyer, the Penguins and the Fontaine Sisters.

The country and western roster looks like the same. So, too, does the roster of dances on the rhythm and blues talent roster. And while it is no secret that the record business is the fastest growing part of show business, it has assumed the role long held by other show business segments—the role of innovator and exposing the great names of tomorrow.

Perhaps, a show business wise-man will point out, much of show talent will not be around three months or three years from now. Yet within the coming three months or years, record buyers will latch on to additional favorites. And from all this will come the show business of tomorrow.

Good as it is to see established stars like Perry Como, Eddie Fisher, Jo Stafford, Bing Crosby, Frank Sinatra, and others turning out hit records, it's a far happier picture when new talents enter on the scene to capture the consumer's imagination and his live office money.

Old-timers in the record business like to point out that the industry has always had its best years when a batch of new talent came to the fore. And since it is pretty well established that a new talent can be by an established name rarely comes the excitement generated by a hit turned out with new talent, the new, record and talent should make for healthy business in the coming year.

Best Selling Sheet Music

Tunes are ranked in order of their most recent release, with importance to the music publisher listed.

This Week	Last Week	Chart
1. Mr. Sandman.....	1	6
2. I Want Your Blessings.....	2	11
3. This Ole House.....	3	16
4. Let Me Go, Lover.....	7	8
5. Teach Me Tonight.....	8	6
6. While Christmas.....	11	5
7. I Need You Now.....	4	15
8. If I Give My Heart to You.....	5	15
9. Rudolph the Red-Nosed Reindeer.....	13	2
10. Naughty Lady of Shady Lane.....	9	4
11. Papa Loves Mamma.....	6	8
12. Hold My Hand.....	16	14
13. Whither Thou Goest.....	14	10
14. Silver Bells.....	1	1
15. Merry Wintertime.....	1	1

HONOR ROLL OF HITS

The Nation's Top Tunes

for survey week ending December 15

This Week	Last Week	Chart
1. Mr. Sandman.....	1	8
2. Let Me Go, Lover.....	2	3
3. Teach Me Tonight.....	3	11
4. I Need You Now.....	4	16
5. Naughty Lady of Shady Lane.....	5	6
6. This Ole House.....	6	20
7. Count Your Blessings.....	7	10
8. Papa Loves Mamma.....	8	12
9. If I Give My Heart to You.....	9	16
10. Hearts of Stone.....	10	4

Second Ten

11. HOLD MY HAND.....	11	15
12. WHITE CHRISTMAS.....	12	3
13. MAKE YOURSELF COMFORTABLE.....	13	4
14. MAMBO ITALIANO.....	14	3
15. HEY, THERE.....	15	23
16. SHAKE, RATTLE AND ROLL.....	16	15
17. THAT'S ALL I WANT FROM YOU.....	17	5
18. RUDOLPH, THE RED-NOSED REINDEER.....	18	1
19. HOME FOR THE HOLIDAYS.....	19	1
20. DIM, DIM THE LIGHTS.....	20	17

WARNING: The new "HONOR ROLL OF HITS" is a registered trademark and the selling of the list has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard, 1744 Broadway, New York 36, N. Y.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

INDEX TO CHARTS

Popular Records, Singles.....	30	Country & Western.....	36
Packaged Records, Popular.....	24	Rhythm & Blues.....	38
Packaged Records, Classical.....	24	Other Categories.....	26

Times with Greatest Radio-TV Audiences

Tunes, listed alphabetically, have the greatest audience on network station program in New York, Chicago and Los Angeles. List is based on John G. Postman's copyrighted Audience Coverage Index.

Radio

All of You (R) (M) Chappell-ASCAP	1
Count Your Blessings (R) (F) (M) Chappell-ASCAP	2
Let Me Go, Lover (R) (M) Chappell-ASCAP	3
Let Me Go, Lover (R) (M) Chappell-ASCAP	4
Let Me Go, Lover (R) (M) Chappell-ASCAP	5
Let Me Go, Lover (R) (M) Chappell-ASCAP	6
Let Me Go, Lover (R) (M) Chappell-ASCAP	7
Let Me Go, Lover (R) (M) Chappell-ASCAP	8
Let Me Go, Lover (R) (M) Chappell-ASCAP	9
Let Me Go, Lover (R) (M) Chappell-ASCAP	10
Let Me Go, Lover (R) (M) Chappell-ASCAP	11
Let Me Go, Lover (R) (M) Chappell-ASCAP	12
Let Me Go, Lover (R) (M) Chappell-ASCAP	13
Let Me Go, Lover (R) (M) Chappell-ASCAP	14
Let Me Go, Lover (R) (M) Chappell-ASCAP	15
Let Me Go, Lover (R) (M) Chappell-ASCAP	16
Let Me Go, Lover (R) (M) Chappell-ASCAP	17
Let Me Go, Lover (R) (M) Chappell-ASCAP	18
Let Me Go, Lover (R) (M) Chappell-ASCAP	19
Let Me Go, Lover (R) (M) Chappell-ASCAP	20

Television

A Thousand Miles (R) (F) (M) Chappell-ASCAP	1
Count Your Blessings (R) (F) (M) Chappell-ASCAP	2
Count Your Blessings (R) (F) (M) Chappell-ASCAP	3
Count Your Blessings (R) (F) (M) Chappell-ASCAP	4
Count Your Blessings (R) (F) (M) Chappell-ASCAP	5
Count Your Blessings (R) (F) (M) Chappell-ASCAP	6
Count Your Blessings (R) (F) (M) Chappell-ASCAP	7
Count Your Blessings (R) (F) (M) Chappell-ASCAP	8
Count Your Blessings (R) (F) (M) Chappell-ASCAP	9
Count Your Blessings (R) (F) (M) Chappell-ASCAP	10
Count Your Blessings (R) (F) (M) Chappell-ASCAP	11
Count Your Blessings (R) (F) (M) Chappell-ASCAP	12
Count Your Blessings (R) (F) (M) Chappell-ASCAP	13
Count Your Blessings (R) (F) (M) Chappell-ASCAP	14
Count Your Blessings (R) (F) (M) Chappell-ASCAP	15
Count Your Blessings (R) (F) (M) Chappell-ASCAP	16
Count Your Blessings (R) (F) (M) Chappell-ASCAP	17
Count Your Blessings (R) (F) (M) Chappell-ASCAP	18
Count Your Blessings (R) (F) (M) Chappell-ASCAP	19
Count Your Blessings (R) (F) (M) Chappell-ASCAP	20

England's Top Twenty

Based on audited reports from England's top music outlets. American publication of such lists is limited in parentheses. American publisher in American publisher.

Billie Jean King (R) (M) Chappell-ASCAP	1
Billie Jean King (R) (M) Chappell-ASCAP	2
Billie Jean King (R) (M) Chappell-ASCAP	3
Billie Jean King (R) (M) Chappell-ASCAP	4
Billie Jean King (R) (M) Chappell-ASCAP	5
Billie Jean King (R) (M) Chappell-ASCAP	6
Billie Jean King (R) (M) Chappell-ASCAP	7
Billie Jean King (R) (M) Chappell-ASCAP	8
Billie Jean King (R) (M) Chappell-ASCAP	9
Billie Jean King (R) (M) Chappell-ASCAP	10
Billie Jean King (R) (M) Chappell-ASCAP	11
Billie Jean King (R) (M) Chappell-ASCAP	12
Billie Jean King (R) (M) Chappell-ASCAP	13
Billie Jean King (R) (M) Chappell-ASCAP	14
Billie Jean King (R) (M) Chappell-ASCAP	15
Billie Jean King (R) (M) Chappell-ASCAP	16
Billie Jean King (R) (M) Chappell-ASCAP	17
Billie Jean King (R) (M) Chappell-ASCAP	18
Billie Jean King (R) (M) Chappell-ASCAP	19
Billie Jean King (R) (M) Chappell-ASCAP	20



AMERICA'S NO. 1 VOCALIST
FRANK SINATRA

—AND—

AMERICA'S NO. 1 BAND
RAY ANTHONY'S ORCH.

TEAM UP ON THE HOTTEST NEW SONG
MELODY OF LOVE

BACKED WITH **I'M GONNA LIVE TILL I DIE**

CAPITOL RECORD NO. 3018



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending December 15

This Week	Last Week	Chart
1. MR. SANDMAN—Chordettes.....	1	9
I Don't Wanna Be Your Girl—		
Cadettes 1347—ASCAP		
2. LET ME GO, LOVER—J. Weber.....	2	4
Monsters—Col 4036—BMI		
3. TEACH ME TONIGHT—		
DeCastro Sisters.....	4	15
It's Love—Mon 3081—ASCAP		
4. THIS OLD HOUSE—R. Clooney.....	5	21
Hey, There 119—Col 4036—BMI		
5. I NEED YOU NOW—E. Fisher.....	3	17
Harvey Was Never Like This—		
V 35163—ASCAP		
6. NAUGHTY LADY OF SHADY LANE—		
Annes Brothers.....	6	5
Adios—V 35167—ASCAP		
7. COUNT YOUR BLESSINGS—E. Fisher	9	9
Fanny 216—V 35171—ASCAP		
8. PAPA LOVES MAMBO—P. Conn.....	7	13
Things I Didn't Do—V 35167—ASCAP		
9. MR. SANDMAN—Four Aces.....	9	3
It's With You In Apple Blossom Time—		
De 2744—ASCAP		
10. HEARTS OF STONE—Fontaine Sisters.....	17	3
Bees Your Heart—Col 4036—BMI		
11. MAKE YOURSELF COMFORTABLE—		
S. Vaughan.....	14	5
Gray Wolf Lullaby—Mercury 3643—ASCAP		
12. LET ME GO, LOVER—T. Brewer.....	10	2
More Is on Fire—Col 4036—BMI		
13. MAMBO ITALIANO—R. Clooney.....	15	7
We'll Be Together Again—Col 4036—ASCAP		
14. SHAKE, RATTLE AND ROLL—		
B. Haley.....	19	10
A. B. C. Boogie—De 2744—BMI		
15. DIM, DIM THE LIGHTS—B. Haley.....	10	9
Happy Baby—De 2747—BMI		
16. THAT'S ALL I WANT FROM YOU—		
J. P. Morgan.....	16	5
Down—V 35166—BMI		
17. HEARTS OF STONE—Charmes.....	26	5
Who Knows—Decca 4055—BMI		
18. HEY, THERE—R. Clooney.....	12	24
This Old House 119—Col 4036—ASCAP		
19. IF I GIVE MY HEART TO YOU—		
Donna Day.....	11	19
Anyone Can Fall In Love—Col 4036—ASCAP		
20. HOLD MY HAND—O. Connell.....	13	10
We'll Be Together Again—Col 4036—ASCAP		
21. WHITE CHRISTMAS—R. Croley.....	—	1
Got Red Va Merry Christmas—		
De 2778—ASCAP		
22. HOME FOR THE HOLIDAYS—		
P. Conn.....	—	1
Big Strangers—V 35168—ASCAP		
23. TEACH ME TONIGHT—J. Stafford.....	24	5
Sweetly—Col 4031—ASCAP		
24. LET ME GO, LOVER—P. Page.....	27	2
Home From—Mercury 3551—BMI		
25. MELODY OF LOVE—B. Vaughan.....	22	3
Jay Ray—De 12375—ASCAP		
26. I NEED YOUR LOVIN'—Charmes.....	26	11
Artemus—Cap 721—BMI		
27. NAUGHTY LADY OF SHADY LANE—		
A. Haley.....	25	4
Vagabond Boys—Ranchman		
Columbia 1174—ASCAP		
28. LING TING TONG—Five Keys.....	—	1
I'm Alone—Cap 2945—BMI		
29. EARTH ANGEL—Peggibler.....	—	1
Here, There—346—BMI		
30. LAND OF DREAMS—		
L. Winters.....	—	1
Song of the Bandstand Contest (170—		
V 35166—BMI		

• This Week's Best Buys

STARBUST MAMBO (Mills, ASCAP)—Richard Maltby Ork—"X" 0075

Maltby's Latinized standards are proving to be no flash-in-the-pan. "Stardust" is showing an even quicker acceptance than "St. Louis Blues," with juke box operators evincing unusual enthusiasm. Good retail reports were also returned from Boston, New York, Buffalo, Chicago, Detroit, Milwaukee, St. Louis, Atlanta, Nashville, Durham and Baltimore. Flip is "Strictly Instrumental" (Chris, BMI). A previous Billboard "Spotlight" pick.

SINCERELY (Arc, BMI)

NO MORE (Mapleleaf, BMI)—McGuire Sisters—Carol 8123

Alto this disk has been available in some territories two weeks, the past week was the one in which it moved out with impressive volume in Los Angeles, New York, Provi-

dence, Buffalo, Cleveland, St. Louis, Milwaukee and Durham. Most action was reported on "Sincerely," the "No More" is doing extremely well in some areas, also. A previous Billboard "Spotlight" pick.

OPEN UP YOUR HEART (Harmon, BMI)

Carver Church Sunday School—Decca 29367

A left field item that took several important Northeastern and Middle Western territories by storm this week, and promises to show a similar sales history in Southern sales areas once delivered. Strongest early reports came from New York, Philadelphia, Buffalo, Cleveland, Chicago and St. Louis. The three sales have been predominantly in pop retailers, country sales can also be predicted to be heavy once the disk has attained complete distribution. Flip is "The Lord Is Counting on You" (Harmon, BMI). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending December 15

This Week	Last Week	Chart
1. MR. SANDMAN—Chordettes.....	1	7
I Don't Wanna Be Your Girl—		
Cadettes 1347—ASCAP		
2. I NEED YOU NOW—E. Fisher.....	2	17
Harvey Was Never Like This—		
V 35163—ASCAP		
3. TEACH ME TONIGHT—		
DeCastro Sisters.....	4	11
It's Love—Mon 3081—ASCAP		
4. THIS OLD HOUSE—R. Clooney.....	3	29
Hey, There—Col 4036—BMI		
5. PAPA LOVES MAMBO—P. Conn.....	5	11
Things I Didn't Do—V 35167—ASCAP		
6. LET ME GO, LOVER—J. Weber.....	12	3
Monsters—Col 4036—BMI		
7. MR. SANDMAN—Four Aces.....	13	4
It's With You In Apple Blossom Time—		
De 2744—ASCAP		
8. NAUGHTY LADY OF SHADY LANE—		
Annes Brothers.....	19	3
Adios—V 35167—ASCAP		
9. IF I GIVE MY HEART TO YOU—		
Donna Day.....	6	13
Anyone Can Fall In Love—Col 4036—ASCAP		
10. HOLD MY HAND—O. Connell.....	7	10
We'll Be Together Again—Col 4036—ASCAP		
11. COUNT YOUR BLESSINGS—E. Fisher.....	13	8
Fanny—V 35171—ASCAP		
12. SHAKE, RATTLE AND ROLL—		
B. Haley.....	9	14
A.B.C. Boogie—De 2744—BMI		
13. MAMBO ITALIANO—R. Clooney.....	10	6
We'll Be Together Again—Col 4036—ASCAP		
14. HEY, THERE—R. Clooney.....	6	21
This Old House—Col 4036—ASCAP		
15. HEARTS OF STONE—Fontaine Sisters.....	16	2
Bees Your Heart—Col 4036—BMI		
16. MUSKRAT RAMBLE—McGuire Sisters.....	15	8
Louanna Prince—Col 4179—ASCAP		
17. THAT'S ALL I WANT FROM YOU—		
J. P. Morgan.....	—	1
Down—V 35166—BMI		
18. TEACH ME TONIGHT—J. Stafford.....	—	1
Sweetly—Col 4031—ASCAP		
19. DIM, DIM THE LIGHTS—B. Haley.....	10	3
Happy Baby—De 2747—BMI		
20. LET ME GO, LOVER—T. Brewer.....	—	1
More Is on Fire—Col 4036—BMI		
21. HAJI BABI—N. (King) Cole.....	19	4
Unlabeled—Cap 2945—ASCAP		

• Most Played by Jockeys

For survey week ending December 15

This Week	Last Week	Chart
1. MR. SANDMAN—Chordettes.....	1	9
I Don't Wanna Be Your Girl—		
Cadettes 1347—ASCAP		
2. LET ME GO, LOVER—J. Weber.....	2	3
Monsters—Col 4036—BMI		
3. NAUGHTY LADY OF SHADY LANE—		
Annes Brothers.....	5	8
Adios—V 35167—ASCAP		
4. TEACH ME TONIGHT—		
DeCastro Sisters.....	4	11
It's Love—Mon 3081—ASCAP		
5. I NEED YOU NOW—E. Fisher.....	3	19
Harvey Was Never Like This—		
V 35163—ASCAP		
6. MR. SANDMAN—Four Aces.....	8	5
It's With You In Apple Blossom Time—		
De 2744—ASCAP		
7. MAKE YOURSELF COMFORTABLE—		
S. Vaughan.....	6	5
Gray Wolf Lullaby—Mercury 3643—ASCAP		
8. LET ME GO, LOVER—P. Page.....	15	2
Home From—Mercury 3551—BMI		
9. HEARTS OF STONE—Fontaine Sisters.....	12	3
Bees Your Heart—Col 4036—BMI		
10. LET ME GO, LOVER—T. Brewer.....	10	2
More Is on Fire—Col 4036—BMI		
11. HOLD MY HAND—O. Connell.....	8	14
We'll Be Together Again—Col 4036—ASCAP		
12. PAPA LOVES MAMBO—P. Conn.....	7	13
Things I Didn't Do—V 35167—ASCAP		
13. COUNT YOUR BLESSINGS—E. Fisher.....	13	8
Fanny—V 35171—ASCAP		
14. THAT'S ALL I WANT FROM YOU—		
J. P. Morgan.....	19	3
Down—V 35166—BMI		
15. HOME FOR THE HOLIDAYS—		
P. Conn.....	—	1
Big Strangers—V 35168—ASCAP		
16. MAMBO ITALIANO—R. Clooney.....	14	4
We'll Be Together Again—Col 4036—ASCAP		
17. IF I GIVE MY HEART TO YOU—		
Donna Day.....	19	15
Anyone Can Fall In Love—Col 4036—ASCAP		
18. THIS OLD HOUSE—R. Clooney.....	11	21
Hey, There—Col 4036—BMI		
19. NAUGHTY LADY OF SHADY LANE—		
A. Haley.....	—	3
Vagabond Boys—Ranchman		
Columbia 1174—ASCAP		
20. NO MORE—DeJahn Sisters.....	—	1
Theresa—Cap 721—BMI		

**EVERYBODY'S COVERING but...
JOHN Q. PUBLIC IS
STILL BUYING**

THE ORIGINAL!

**THE ORIGINAL!
THE ORIGINAL!**

by... **Billy**
of the Hilltoppers
Vaughn



**MELODY
OF LOVE**

The Greatest Instrumental Record of the past ten years b/w JOY RIDE
Dot 15247 • 45-15247

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THE NATION'S BEST SELLING RECORDS



LERoy HOLMES and his Orchestra

TARA'S THEME

and JAMIE

MON 11870 78 rpm R 11870 45 rpm

DICK HYMAN and his Orchestra

I'VE GOT MY LOVE TO KEEP ME WARM

and JEALOUS

MON 11870 78 rpm R 11870 45 rpm

All Star Decca Sound Track Album

DEEP IN MY HEART

Jose Ferrer Cameo & Fred Kelly
Helen Traubel Helen Powell
Clemency Howard Keel
Ava Miller William Oliva
Tony Martie

21913 LP • 3274 SP • MON 374 78

JONI JAMES

WHEN WE COME OF AGE

and EVERYTIME YOU TELL ME YOU LOVE ME

MON 11860 78 rpm • R 11860 45 rpm

HIT NOVELTY OF THE CHRISTMAS SEASON THE ORIGINAL THE BEST!

SAM ULANO

AND THE

SANTA DOODLE-LE-BOOP

ORDERS NOW

MON 11860 78 rpm • R 11860 45 rpm

KAY THOMPSON

IT'S ALL RIGHT WITH ME and I HADN'T ANYONE TILL YOU

MON 11870 78 rpm R 11870 45 rpm

ALAN DEAN

THE SONG FROM DESIRE and TONIGHT, MY LOVE

MON 11860 78 rpm R 11860 45 rpm

SHIRLEY HARMER

A PAIR OF BLUE EYES and MEET ME HALFWAY

MON 11870 78 rpm R 11870 45 rpm

FRED NORMAN and his Orchestra

MY LOVE FOR DONOROT

MONDAY-TUESDAY-WEDNESDAY-THURSDAY-FRIDAY

MON 11870 78 rpm R 11870 45 rpm

DAVID ROSE and his Orchestra

FASCINATING RHYTHM and LOVE WALKED IN

MON 11860 78 rpm R 11860 45 rpm

RAY HANEY

MY SON, MY SON and THAT LITTLE BOY OF MINE

MON 11870 78 rpm R 11870 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending December 15 see diskette in back of the magazine issue.

- Atlanta**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Balt., Wash.**
1. Shakin' Butler and But, J. Shirley, Del.
 2. Mr. Sandman, Chordette, C&S.
 3. I Need You Now, E. Fisher, V.
 4. Naughty Lady of Shady Lane, Ann Brothers, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Boston**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Buffalo**
1. Touch Me Tonight, DeCorte Sisters, A&H.
 2. Mr. Sandman, Chordette, C&S.
 3. I Need You Now, E. Fisher, V.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Chicago**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Cincinnati**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Cleveland**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Dallas-Fort Worth**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Denver**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Detroit**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Kansas City**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Las Vegas**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Los Angeles**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Memphis**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- New Orleans**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- New York**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Philadelphia**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Pittsburgh**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- St. Louis**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- San Francisco**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.
- Seattle**
1. Mr. Sandman, Chordette, C&S.
 2. I Need You Now, E. Fisher, V.
 3. Touch Me Tonight, DeCorte Sisters, A&H.
 4. Count Your Blessings, E. Fisher, V.
 5. This Ole House, E. Fisher, V.
 6. Pops Love Mamma, P. Cremo, V.
 7. Naughty Lady of Shady Lane, Ann Brothers, V.
 8. I Love You, P. Cremo, V.

NOW...TWO GREAT VERSIONS

The Magnificent Instrumental

"Melody Of Love"

coupled with "LA GOLONDRINA"

MERCURY 70516 • 70516X45

**AND...with narration by Paul Tremaine of
the famous poem by Mary Carolyn Davies**

"WHY DO I LOVE YOU"

to the beautiful accompaniment of

"Melody Of Love"

MERCURY 70521 • 70521X45

WITH David Carroll

His Orchestra and Chorus

ATTENTION ALL DISC JOCKEYS

**Like To Be A Recording Artist? Like Royalties and Fame?
Like A Gold Record Plaque? Like \$500⁰⁰ Cash?**

Here's a contest open to all disc jockeys, designed to give you a terrific mail pull as well as fame and fortune.

Since the release of David Carroll's gorgeous instrumental arrangement of "MELODY OF LOVE", requests for the poem, "Why Do I Love You", have been pouring in, for it seems that the original poem has become THE lyric to "MELODY OF LOVE" through the passing years.

THE CONTEST

It's so simple, it's ridiculous! Nothing to buy . . . nothing to sell (except yourself)! All you have to do is read "Why Do I Love You" accompanied by David Carroll's record of "MELODY OF LOVE" with such sincerity that your listeners request you to do it over again. Yes, that's all there is to it! You merely pull requests for your reading and the announcer who pulls the most requests is undoubtedly the 20th Century's Barrymore of the Air, and, of course, the winner!

Complete Details In The Mail To You NOW!



The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on... RECORDS

FOUR ACES

Melody of Love (Shapiro-Bernstein, ASCAP)
There is a Tavern in the Town (Mills, ASCAP)—Decca 25305—Here is a rock vocal reading of the standard now breaking home in an instrumental version by Billy Vaughn on Dot. The boys sell it with feeling. The flip side is another powerful one, featuring a bright reading of the oldie. There are a number of other excellent versions of "Melody of Love" just released including Frank Sinatra on Capitol, Sammy Kaye on Columbia and Dinah Shore and Tony Martin on RCA Victor. In addition there are fine instrumental versions by David Carroll on Mercury and Leo Diamond on Victor, plus the re-issue of the Franklin MacCornack reading on M-G-M. All should get a share.

LES PAUL-MARY FORD

Song in Blue (Ira-Troian, BMI)
Sincerely Sweetheart (Stinson, ASCAP)—Capitol 3015—Les and Mary should grab off their usual share of take-out with these fine sides. Top side is a swinging original with wild guitar work and a fine vocal by the singer. On the flip, the guitarist handles the standard with taste and a few guitars. Both swing.

GEORGIA GIBBS

Twendle Dee (Progressive, BMI)—Here is one of the brightest, swingiest sides by the petite throbber since "Seven Lonely Days." She sells the infectious tune with enthusiasm and drive. Altho the LaVern Baker original waning of the tune on Atlantic is already selling pop as well as R&B, there is room for this version too. Flip is "You're Wrong, All Wrong."

TUNES

GEORGE (Maurille, ASCAP)—Dolores Hawkins, Epic 9560
Every once in a while a tune comes up that is so unusual that it has to get exposure and air play. This is one of those and it is weird. Dolores Hawkins sings this ballad patcher with the cooiness of an English Swallow. And if you find out who "George" is, let us know too. Flip is "Silly Mae" (Jefferson, ASCAP).

• Reviews of New Pop Records

THE LANCERS

Open Up Your Heart 80
CORAL 4512—Start blaring, instrumental date, already taking up a fan on another album, is coming weekly here. The Lancers could use

A BEVERLY HILLSITE with this one. Bunch meeting (Hudson, BMI)
Twendle Dee 75
The ballad-like R&B novelty is brooding a gas performance by the group. This one is lots of fun to

listen to and could build well, attracting spins and sales. (Progressive, BMI)

PECKY PATCH ONE

COLUMBIA 4093—The Pecky Patch crew does a mighty attractive job here with a pretty instrumental effort that has an unobtrusive melody. The Patch crew does it attractively and it is an instant for action. You can get a while back with a little side. "That's the Way Love Goes." (Mills, ASCAP)
Choo, Choo-Go-Go! 75
Bob Merrill is the co-writer of this three parts effort which features a light reading from the chorus and Pecky Patch crew. It is pretty enough to pull a lot of discoy spin. (Shy, ASCAP)

DAVID CARROLL ONE

Melody of Love 75
MERCURY 1016—The standard, recently moving up on the charts is a version by Billy Vaughn, gets another romantic reading by the Carroll recording, which should share in its current popularity. Fine for dancing in dancing. (Foster, ASCAP)
La Columbiada 75
Another excellent story that one stand tempo version. This instrumental is a quiet, relaxed reading of it that will bring back many happy memories. (Gale, BMI)

FRANK LESTER

It's Always Meeting 75
Frankie Ball 75
"It's Always Meeting" is an absolutely new ballad which should get plenty of lucky and attractive attention. Lester, headlining starliner of the Buddy Morrow crew, could make plenty of noise with this kind of ballad and material. Good work. (Mills, BMI)
Tell It to Me Again 75
Lester has a real ballad of the music world here. Again he does a good job and deserves discoy spins with it. (Crosby & Barry, BMI)

JOHNNEY RAY

Nobody's Sweetheart 75
COLUMBIA 4093—This is the style work which Johnney Ray was very successful last year—dancing a standard in dynamic style and backed by the Buddy Morrow crew. It's a fine record, and it has a chance to get far beyond attention. (Mills, ASCAP)
At Time Goes By 75
The record standard repeats one of these years, including Johnney Ray's reading that has always appeared to his fans. His style is as the

music is and it will interest many. Two good sides. (Hines, ASCAP)

GUY LOVINGBARD ONE

No Name 75
DECCA 25304—No one else was getting across in the field through a more direct route than Guy Lovinbard and Bill Francis, once a most Low-browed act, backing in the Diskette group. Selling like a hot cake. (Leaf Music, BMI)
Poppy 75
Slightly swingy tune, another a departure from the Low-brow crowd, with a good vocal by Kenny Rogers. Cliff Green and a vocal group. Will show the way to fans. (Foster, ASCAP)

BETTY CLOONEY

No, No, No 75
"No, No, No"—The younger Clooney starts here on the label with a tempo side which should get plenty of discoy attention. It's a light-hearted one and the reading is effectively bright. (Foster, ASCAP)

Whisper

"No, No, No" 75
Another attractive side on the diskette delivers a beautiful reading of a love song ballad. Second chance in a double voice discoy job. (Crosby, BMI)

JOHNNEY RAY

Alonzo's Ragtime Band 75
COLUMBIA 4093—Johnney Ray once the Young Berlin here with both excitement and spirit here, just as he does in the forthcoming Berlin title. "There's No Business Like Show Business." A fine swing was that will get many spins when the record comes. (Hines, ASCAP)
No You Better 75
This tune is also in the new Berlin package, and Ray sells it with feeling. (Hines, ASCAP)

ETHEL MERFAND-DAN DAILEY

There's No Business 75
Like There Ragtime 75
The new Berlin tune, but an one, can protect the Berlin standard with such infectious energy as Ethel Merfand. This is taken from the sound track of the new film "There's No Business Like Show Business." They're all in it frequently. (Hines, ASCAP)
Play a Simple Melody 75
Another extract from the sound track of the CinemaScope production of "There's No Business Like Show Business." It's a fine standard melody. Max Marston is joined by Dan Dailey for another attractive side. (Hines, ASCAP)

SOLIE GRAY

Red Wagon 74
DECCA 25305—Novelty introduction

sparks interest in this homing melody of the Irving Berlin side. You're featured in the new film "There's No Business Like Show Business." (Hines, ASCAP)
After You Get What You Want 75
You Don't Want It 75
More evidence that the Gray of another Berlin side, also from the new CinemaScope movie, will attract spins. (Hines, ASCAP)

THE MANHATTANS

An Old Ballad 75
After You Get What You Want 75
The boys have a great reading of a ballad and ballad, better than. (Hines, ASCAP)
Rock Me 75
Rock Me 75
The boys have a great reading of a ballad and ballad, better than. (Hines, ASCAP)

GARY CROSS

Fair Weather 75
DECCA 25305—The three three-time here, that the Cross here, to read an old-fashioned ballad. (Hines, ASCAP)
Rock Me 75
Rock Me 75
The boys have a great reading of a ballad and ballad, better than. (Hines, ASCAP)

THE LEE BROTHERS

Rock Me 75
Rock Me 75
The boys have a great reading of a ballad and ballad, better than. (Hines, ASCAP)

DON'T GET ANNOYED

Rock Me 75
Rock Me 75
The boys have a great reading of a ballad and ballad, better than. (Hines, ASCAP)

THE WEINBERG

Rock Me 75
Rock Me 75
The boys have a great reading of a ballad and ballad, better than. (Hines, ASCAP)

from all the artists and staff
and especially from...

Jimmy Hilliard & Joe Delaney

SENSATIONAL HIT-MAKING TEAM



Hill Tubb

sure
fire
kisses

Lick
heart

DECCA
RECORDS

29349
9-29349

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending December 15

RECORDS are ranked in order of their current national selling importance of the retail trade. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The review lists of each record is also listed.

The Week	Weeks on Chart
1. MORE AND MORE-W. Pierce.....	1 12
2. LOOSE TALK-C. Smith.....	2 6
3. THIS OLD HOUSE-S. Hamblen.....	3 19
4. I DON'T HURT ANYMORE-H. Snow.....	4 31
5. IF YOU AIN'T LOVIN'-F. Young.....	7 5
6. ONE BY ONE-K. Wells & R. Foley.....	5 32
7. THIS IS THE THANKS I GET-E. Arnold.....	6 17
8. NEW GREEN LIGHT-H. Thompson.....	6 11
9. LET ME GO, LOVER-H. Snow.....	- 1
10. BEWARE OF IT-J. J. Johnson & Jack.....	0 7
11. IF YOU DON'T, SOMEONE ELSE WILL-Jimmie & Johnny.....	10 14
12. IF YOU DON'T, SOMEONE ELSE WILL-H. Price.....	11 9
13. THAT CRAZY MAMBO THING-H. Snow.....	12 4
14. KISS CRAZY BABY-J. J. Johnson & Jack.....	13 3
15. YOU'RE NOT MINE ANYMORE-W. Pierce.....	15 2

• Most Played in Juke Boxes

For survey week ending December 15

RECORDS are ranked in order of the greatest number of plays in juke boxes across the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

The Week	Weeks on Chart
1. MORE AND MORE-W. Pierce.....	1 11
2. I DON'T HURT ANYMORE-H. Snow.....	2 30
3. LOOSE TALK-C. Smith.....	4 4
4. ONE BY ONE-K. Wells & R. Foley.....	3 20
5. NEW GREEN LIGHT-H. Thompson.....	6 6
6. IF YOU DON'T, SOMEONE ELSE WILL-Jimmie & Johnny.....	5 11
7. IF YOU AIN'T LOVIN'-F. Young.....	6 2
8. THIS IS THE THANKS I GET-E. Arnold.....	7 13
9. PENNY CANOT-J. J. Johnson.....	6 8
10. THAT CRAZY MAMBO THING-H. Snow.....	- 1
11. GOURTIN' IN THE RAIN-T. T. Tyler.....	- 10

• Most Played by Jockeys

For survey week ending December 15

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows across the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

The Week	Weeks on Chart
1. MORE AND MORE-W. Pierce.....	1 12
2. LOOSE TALK-C. Smith.....	2 6
3. I DON'T HURT ANYMORE-H. Snow.....	4 20
4. IF YOU AIN'T LOVIN'-F. Young.....	3 6
5. THIS OLD HOUSE-S. Hamblen.....	5 17
6. IF YOU DON'T, SOMEONE ELSE WILL-Jimmie & Johnny.....	11 13
7. LET ME GO, LOVER-H. Snow.....	- 1
8. THIS IS THE THANKS I GET-E. Arnold.....	6 15
9. COMPANY'S COMIN'-P. Wagner.....	13 9
10. ONE BY ONE-K. Wells & R. Foley.....	9 20
11. MORE THAN ANYTHING ELSE-C. Smith.....	14 6
12. YOU'RE NOT MINE ANYMORE-W. Pierce.....	7 10
13. PENNY CANOT-J. J. Johnson.....	10 8
14. NEW GREEN LIGHT-H. Thompson.....	8 9
15. BEWARE OF IT-J. J. Johnson & Jack.....	11 4

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

According to other reports in key markets, the following recent releases are recommended for extra profit

HEARTS OF STONE (Regent, BMI)—Red Foley—Decca 29375
Foley's wailing of this best-selling material in materializing into a solid seller for the chart veteran. Southern territories, such as Richmond, Durham, Nashville and Dallas reported strong sales. Volume was also reported good in the St. Louis, Chicago, Buffalo, Cincinnati and Philadelphia sales areas. Flip is "Never" (Ariston, BMI). A previous Billboard "Spotlight" pick.

MAMA (Dee, BMI)
I LOVE YOU MOSTLY (Blackwood, BMI)—Lefty Frizzell—Columbia 21328

Frizzell is enjoying one of his biggest sellers in some time. "I Love You Mostly" appeared this week on the Charlotte and Houston territorial charts. The action is divided almost evenly between the sides, the disk itself was also rated good or strong in sales in the Richmond, Atlanta, Dallas, Nashville, Durham, St. Louis and Philadelphia territories. A previous Billboard "Spotlight" pick.

• Review Spotlight on...
RECORDS

TOMMY COLLINS

United (Central, BMI) — Capitol 3617 — Collins, who made a name for himself in the country field in 1954 should add up top in 1955 with this solid bank of material. He sells the novelty with a real heat and an attractive vocal. Could be a big one. Flip is "Rock-A-Lak" (Central, BMI).

• C & W Territorial Best Sellers

For survey week ending December 15

City-by-city ratings are based on two weeks ending and into two separate

Birmingham

1. More and More, W. Ponce, Dec.
2. You Ain't Lovin', F. Young, Cap.
3. I Don't Hurt Anymore, H. Stone, V.
4. The Crazy Bakers, J. & Jack, V.
5. If You Ain't Lovin', F. Young, Cap.
6. Hey Cat Baby, E. Arnold, V.

Charlotte

1. Love Talk, C. Smith, Col.
2. More and More, W. Ponce, Dec.
3. More and More, W. Ponce, Dec.
4. If You Ain't Lovin', F. Young, Cap.
5. I Don't Hurt Anymore, H. Stone, V.
6. The Crazy Bakers, J. & Jack, V.

Cincinnati

1. Love Talk, C. Smith, Col.
2. More and More, W. Ponce, Dec.
3. I Don't Hurt Anymore, H. Stone, V.
4. The Crazy Bakers, J. & Jack, V.
5. I Don't Hurt Anymore, H. Stone, V.
6. The Crazy Bakers, J. & Jack, V.

Dallas-Fort Worth

1. More and More, W. Ponce, Dec.
2. Love Talk, C. Smith, Col.
3. I Don't Hurt Anymore, H. Stone, V.
4. The Crazy Bakers, J. & Jack, V.
5. I Don't Hurt Anymore, H. Stone, V.
6. The Crazy Bakers, J. & Jack, V.

4. The Old Home, S. Hamilton, V.
5. New Green Light, H. Thompson, Cap.
6. You Ain't Lovin', F. Young, Cap.
7. I Don't Hurt Anymore, H. Stone, V.
8. If You Ain't Lovin', F. Young, Cap.
9. I Don't Hurt Anymore, H. Stone, V.
10. If You Ain't Lovin', F. Young, Cap.

Houston

1. More and More, W. Ponce, Dec.
2. Love Talk, C. Smith, Col.
3. I Don't Hurt Anymore, H. Stone, V.
4. The Crazy Bakers, J. & Jack, V.
5. I Don't Hurt Anymore, H. Stone, V.
6. The Crazy Bakers, J. & Jack, V.
7. I Don't Hurt Anymore, H. Stone, V.
8. The Crazy Bakers, J. & Jack, V.
9. I Don't Hurt Anymore, H. Stone, V.
10. The Crazy Bakers, J. & Jack, V.

Memphis

1. More and More, W. Ponce, Dec.
2. Love Talk, C. Smith, Col.
3. I Don't Hurt Anymore, H. Stone, V.
4. The Crazy Bakers, J. & Jack, V.
5. I Don't Hurt Anymore, H. Stone, V.
6. The Crazy Bakers, J. & Jack, V.
7. I Don't Hurt Anymore, H. Stone, V.
8. The Crazy Bakers, J. & Jack, V.
9. I Don't Hurt Anymore, H. Stone, V.
10. The Crazy Bakers, J. & Jack, V.

Nashville

1. Love Talk, C. Smith, Col.
2. More and More, W. Ponce, Dec.
3. More and More, W. Ponce, Dec.
4. I Don't Hurt Anymore, H. Stone, V.
5. The Crazy Bakers, J. & Jack, V.
6. I Don't Hurt Anymore, H. Stone, V.
7. The Crazy Bakers, J. & Jack, V.
8. I Don't Hurt Anymore, H. Stone, V.
9. The Crazy Bakers, J. & Jack, V.
10. The Crazy Bakers, J. & Jack, V.

New Orleans

1. More and More, W. Ponce, Dec.
2. New Green Light, H. Thompson, Cap.
3. Love Talk, C. Smith, Col.
4. If You Ain't Lovin', F. Young, Cap.
5. I Don't Hurt Anymore, H. Stone, V.
6. The Crazy Bakers, J. & Jack, V.
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8. The Crazy Bakers, J. & Jack, V.
9. I Don't Hurt Anymore, H. Stone, V.
10. The Crazy Bakers, J. & Jack, V.

Richmond, Va.

1. The Old Home, S. Hamilton, V.
2. The Old Home, S. Hamilton, V.
3. The Old Home, S. Hamilton, V.
4. The Old Home, S. Hamilton, V.
5. The Old Home, S. Hamilton, V.
6. The Old Home, S. Hamilton, V.
7. The Old Home, S. Hamilton, V.
8. The Old Home, S. Hamilton, V.
9. The Old Home, S. Hamilton, V.
10. The Old Home, S. Hamilton, V.

• Reviews of New C & W Records

BETA RECORDS

THE OLD HOME
VICTOR 1959-1964 is a fine piece of historical material which should do just fine in the country market and could make you more than Mike Finklin there, it is indeed valuable. (Newark, BMI)

THEY TALK AT THE LOOM—76
They talk in a honest way and, again, Mike Finklin says it mostly for a second string job. (New, BMI)

THE OLD HOME—76
"A" 769 — A Billboard "Talent Scout" pick. (Newark, BMI)

More Love—76
A Billie's "A" "Talent Scout" pick. (Newark, BMI)

THEY TALK AT THE LOOM—76
A Billie's "A" "Talent Scout" pick. (Newark, BMI)

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A Billie's "A" "Talent Scout" pick. (Newark, BMI)

LESTER FLAT-FEARE SCRUBS

THEY TALK AT THE LOOM—76
World Radio Around... This piece of historical material which should do just fine in the country market and could make you more than Mike Finklin there, it is indeed valuable. (Newark, BMI)

THEY TALK AT THE LOOM—76
They talk in a honest way and, again, Mike Finklin says it mostly for a second string job. (New, BMI)

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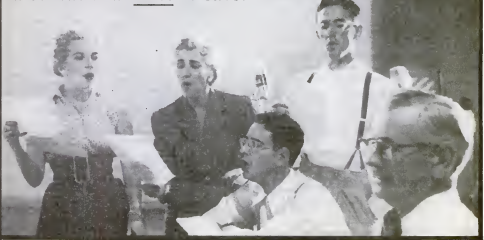
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A Billie's "A" "Talent Scout" pick. (Newark, BMI)

THEY TALK AT THE LOOM—76
A Billie's "A" "Talent Scout" pick. (Newark, BMI)

a sensational first release!



DO YOU KNOW WHERE GOD LIVES
and a new Stuart Hamblen hit...
THE LORD IS COUNTING ON YOU
by THE JOHNSON FAMILY SINGERS

RCA VICTOR
PUSH IN, RECORD, MUSIC



30147-0510



SANTA'S HELPERS—MEMBERS OF THE SHOWMEN'S LEAGUE OF AMERICA—were busy bagging and stuffing gifts to be distributed to underprivileged Chicago children at SLA's annual Christmas party for the youngsters Sunday (19) in the Hotel Sherman. The three smiling workers stuffing bags in the top photo are (left to right) Tom Sharkey, Jolly Wasserman and Jack DeHoff. In the same order, at the bottom, are Al Swensen, Henry Pata, Mack Shelly and Harriet Barnhart getting the presents.

EASTERN PICTURE

Midway Pattern Jells As Biggies Ink Pacts

NEW YORK, Dec. 18. — The Eastern booking picture was considerably clarified this week with the signing of midway contracts by the Bloomsburg (Pa.) Fair to the King Reid Shows, and the West Virginia State Fair, Hancock, to the Cold Medal Shows.

These two dates were virtually the only ones promising both pres-

ent and good growing possibilities remaining unengaged after the recent Chicago outdoor conventions. While the timing of the award of the Hancock date coincided with the usual schedule, the awarding of the Bloomsburg contract was made more than a month earlier than usual.

It was reported that Bloomsburg officials were influenced into making an early decision both by the intense pressure brought to bear by competing shows, and by knowledge of the fact that further booking efforts by these units would be hampered until the winner of the Bloomsburg pact was known.

Many Units Interested
Perhaps as many as 10 or 12 shows had been interested in the two dates, some with reason to hope that their present might prove successful while others reckoned their chances in long odds. The rumored availability of these dates as early as last fall unleashed extensive efforts on the part of all contending parties.

While many later dates yet remain to be signed, the designating by Bloomsburg and Hancock of these two dates as their main ones (Continued on page 42)

Detroit Fair Names Swanson Gen'l Manager

DETROIT, Dec. 18.—Donald L. Swanson, assistant to the commissioner of the Michigan State Fair, this week was named general manager of the fair by the State Board of Managers.

Swanson, a former school teacher, was grandstand director of the '54 fair. He succeeds James M. Hare, who was recently elected secretary of state of Michigan.

Alamo WQ Burglarized

SAN ANTONIO, Dec. 18.—Theft of \$800 from the office of the Alamo Exposition Shows in winter quarters here was reported to local police by Ben Hyman, manager.

The burglar, according to police, twisted the handle off a wooden cabinet in the mail-order office and took the money, including \$500 in small change. Lack of any sign upon the door in the winter had been found led to belief the intruder had a key.

Indiana State Fair Signs Cetlin-Wilson, Pacts MCA Revenue

Inks Horan Thrillers for Four Shows; Ups Midway Percentages to '51 Range

INDIANAPOLIS, Dec. 18.—The Indiana State Fair board, in two busy days here, Wednesday and Thursday (15-16), closed contracts with the Cetlin & Wilson Shows to provide the midway attractions and with the Music Corporation of America to furnish the night grandstand show in 1955.

Cetlin & Wilson as a result will return to the Hoosier fair where it had played seven straight years up until last year when the Grandstand Amusement Company held the contract.

Percentages Up
Signing of MCA for the night grandstand show marked the first time in more than 20 years that the Barnes-Cummins, Theatrical Enterprises, Inc., Chicago, had not been awarded the night grandstand show contract.

Terms of both '55 midway and grandstand contracts differ from those of last year. Cetlin & Wilson will give up 25 per cent of the first \$25,000, 20 per cent of the next \$25,000 and 40 per cent of receipts in excess of \$50,000. For the past three years contracts called for the fair to receive 75 per cent of receipts up to \$25,000 and 40 per cent of receipts in excess of that amount.

Contract Closed
MCA's contract calls for it to receive first money of \$20,000, with the fair to get the next \$20,000, and the fair and MCA split up receipts in excess of \$40,000. In the past the contract called for first money but for a straight 50-50 division of the gross.

During the last five years the night grandstand gross, after taxes, ranged from \$35,000 to \$75,000.

Add Performance
Over other major changes in the grandstand contract is that it calls for seven night performances instead of six as in the past.

Under the contract, MCA agrees to provide a 24-girl line, the Ted

Weena orchestra, Ten Bitter, western singer, Hubert Cossy, violinist; the Draper Cossy, wife and husband throwers, the Macrells, comedy act, and gives the fair the choice of either Martha Wright or the Fontaine Sisters, singers, and of either Bobby Winters or Francis Brown, comedians.

For Cetlin & Wilson the return of the fair here to its home lifts a gap between the Missouri State Fair, Sedalia, and the Reading (Pa.) Fair, and greatly bolsters the outlook for the Jack Wilson, Jay Cetlin contract.

Terms of the midway contract are the same as those which prevailed up until 1952. In that year the fair cut the percentages as a token to the Cetlin & Wilson Shows which had been given one of the heaviest hitings on record by a trespass at Sedalia.

In other contract awards made by the fair board at its Tuesday meeting, Irish Horan again was awarded the thrill show contract. It calls for three weeks of shows and one night performance.

Harry Altman Buys Jolly Cal, Sky Fighter

WILLIAMSBURG, N. Y., Dec. 18.—Harry Altman, superintendent of Glen Park here, this week purchased two new little rides, a horse ride and a Sky Fighter, both manufactured by the Allen Herschell Company North Tonawanda, N. Y.

The rides were purchased, Altman said, to "top up" his lineup. The units will be shipped in the 10-day kidland and will replace two old rides. Delivery is to be made in ample time for the park's opening in mid-April.

Altman made the purchases on a buying trip for the park and the Town Council, local voters, which he operates and in which he presents top talent.

Announce S.C. Confab Dates

SPARTANBURG, S. C., Dec. 18.—The annual meeting of the Southern States Amusement Association will be held January 18-19 at the Jefferson Hotel, Columbia, it was here today, said Charlie Cavanaugh, association president, and Tom Moore Craig, secretary.

Business sessions will start at 10 on the morning of January 19. The annual banquet will be held that night.

William Burke Acquitted; Jury Out 32 Minutes

PENSACOLA, Fla., Dec. 18.—William O. Burke, 49, Friday (15) was acquitted of killing A. J. Rogers, owner of the now defunct Cavalcade of Amusements. The jury was out 32 minutes.

It was the second trial for Burke, the first having resulted in a mistrial. He claimed self defense.

Upon being acquitted, Burke said that he would file no claim against the Rogers estate as the result of his prosecution. He said he planned to return to Music, Ind.

Ice Show 1st Attraction For Newfoundland Stadium

ST. JOHN'S, N. F., Dec. 18.—An ice-jockey production is scheduled for December 27, 28, 29, January 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1955, at the new Newfoundland Stadium which replaces the old Rink building, which was burned down several years ago.

Talent for the show, promoted here by David W. Lewis, consists of an ice show and several variety acts.

The ice is produced by Harry Hirsch of New York, and choreog-

raphy is by Lela Roberts. Ice acts include Tony and Duane Gosselin, Lennie, jokes and puns, Alva Fox, solo, Charlie and Lennie Cavanaugh, singing, Dick Nutter, ice skating. Other acts are provided by the George A. Hagan agency.

Hirsch also has his unit booked for a pair of three-day dates after which he will travel to New York. There is a tie-in line in addition to the acts, and music is being furnished by the Hagan agency. Tickets are being sold outright to the local promoter.

Gate Pleasing For Farm Show

ATLANTIC CITY, Dec. 18.—Roughly 30,000 persons reportedly attended the five-day New Jersey Mid-Atlantic Farm Show, which ended Wednesday (18) in Convention Hall. The turnout was more 5,000 greater than that for on days last year, the first year the event was held, according to general manager Clement B. Lewis Jr.

Cold weather did not appear to hurt the event, and Lewis said, with most exhibitors receiving satisfied and intending to return in 1955 if the show is put on again.

TOYS AT DISCOUNTS

Boston Stores Irked
By Park Price Cuts

BOSTON, Dec. 15.—Owners of amusement parks and beach concessions in the Greater Boston area have lashed a band of dynamite at toy department stores, in the form of a big discount business that has worried the strengtheners into a frenzy.

At Revere, Nahant and Salisbury beaches, owners have set up big toy displays and are selling like hotcakes to an eager public that is snatching up Christmas bargains at a 30 per cent knockdown.

Business has been so brisk that one operator claims to be selling one free-walking doll—at a rate of five for every one sold in Boston

stores. Local stores squarred to newspapers after the operation ran a full-page ad announcing the bonanza.

Chaos or Flimsy Study

Operators feel the situation may break wide open since the department stores have registered complaints and the Boston Chamber of Commerce plans to initiate some sort of probe.

The venture started at Sevin Rock in New Haven, Conn., where operators have combined to set up a huge warehouse on a local point for the discount merchandise.

The plan allows park operators to sell to the public on the same discount basis as the jobber tries to trade. This outdoor discount business has had the effect around Boston of forcing department stores to lower prices to meet the competition. So far the system is confined to the amusement parks on the seacoast.

Special Trains
For Bronx Zoo

NEW HAVEN, Conn., Dec. 15.—The New York, New Haven & Hartford Railroad, which serves Southern New England, will run excursion trains to the Bronx (N. Y.) Zoo next season, it was announced here last week.

Known primarily as a passenger line, the railroad has run a number of excursions to outdoor resorts, including the Duxbury (Conn.) Fair. On several occasions its officials have met with representatives of the New England Amusement Parks and Beaches in an effort to work out excursion plans that would benefit both.

Caravans Install
• Continued from page 44

Exile Below, the new queen. Others who spoke briefly included Lucille Hinch, Midge Cohen, Joy Purvis and Jeanette Wolf. Outgoing president Patricia Allen presented gifts to her officers, May Soper, Eva Leffron, May Coluca, Isabelle Brantson, Mae Mancinello, Claire Brantson, Helen S. Wetmore, Mary Taylor, Agnes Barnes, Mariana Pope, Wanda Derpo, Lilian Lawton, Irene Collier, Gladys Leary, Stella Maturo, Florence Brantson, from the women's club of Tampa, Detroit, S.I.A. of Chicago, Miami and St. Louis.

Committees

Activities include Brantson during open house were Billie Bliden, Eva Clark, Claire Peterson and Helen Wetmore. May Soper, assisted by Jeanette Hart and Agnes Brantson, handled the business, and netted a tidy sum. Drawings for bonds on the award books, supervised by Mariana Pope, were held and winners included Gerald Mae Mancinello, Tony Shukry, Freda Frenck and Mary Steuber.

Those attending the installation party included:

Maria Mancinello, Pearl Wetmore, Agnes Barnes, Billie Bliden, Eva Clark, May Coluca, May Soper, Isabelle Brantson, Helen S. Wetmore, Mary Taylor, Agnes Barnes, Mariana Pope, Wanda Derpo, Lilian Lawton, Irene Collier, Gladys Leary, Stella Maturo, Florence Brantson, from the women's club of Tampa, Detroit, S.I.A. of Chicago, Miami and St. Louis.

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Carlson Joins
Directors of
N. E. Group

BOSTON, Dec. 15.—John Carlson, president of the Little Park in Dartmouth, Mass., and past president of the New England Association of Amusement Parks and Beaches, has been elected a director of the association.

Arrangements are under way to hold its 25th annual convention of the NEAAP to be held April 20 at the Parker House here.

Holiday Party
At Steel Pier

ATLANTIC CITY, Dec. 15.—A holiday party staged by the management was held on the Steel Pier here today. About 300 guests, including operating personnel, press, radio and television representatives and city and State officials.

Operator George A. Hamill Sr. and his son, George Jr., and Mrs. Hamill, were hosts at the annual affair.

YOUNG FAMILIES ABOUND

Mushrooming... Pours
\$ Into Nunley Kid Spot

NEW YORK, Dec. 15.—Nunley's Happyland experienced a substantial boost in earnings during the past summer season, the latest outdoor kiddie park continuing to benefit from Long Island's mushrooming population of young, middle-income families.

Happyland's "natural" location on Hempstead Turnpike and Hicksville Road is in the center of two enormous home developments. A Carmichael estate and five kiddie rides inside the heated building, are more than 100 acres of Arcade equipment. Outside the building is the Schell's Coaster and other kiddie rides.

Mrs. Mildred Nunley's four other children did not fare as well as Happyland. Several rides have been added at Babylon, also on Long Island, to where it has as many acres as Happyland, while at Babylon was somewhat curtailed during the past season, owing to a bureau Highway roadwork which caused detours around the kiddie park.

Location to Be Lost

Elsewhere, the operation includes spots at Rockaway Beach, near Coney Island, and at the Avenue in Yonkers. The last

TV Net Program
Plugs Arcade,
Park Equipment

NEW YORK, Dec. 15.—Promo from Rockaway's Playland earned on hour and a half of fast and furious plugging for the park over the NBC television network recently when they were used on the Steve Allen Show.

Two truck loads of equipment were hauled into the theater-movie and remained on view through the program.

Value of the publicity actually was set at around a \$150,000 plus for Playland. Drumbeater Walter Kauer's agency worked some three weeks with the Allen show staff in preparation for the big night.

Equipment Listed

Taking part in the show were Cento, Chicago Coins and International Skyrope arcade plugs. Playland's laughing figure trademarked, another Neumeyer-Dumbeater laughing figure marked to resemble Steve Allen, a Bess machine, a large, decorative plywood Playland clown and pairs of riding deers.

All units on display came in which the camera men right up to the playing surface, with center play-by-play commentary being given by the game show host.

At director Herman Hirsch was interviewed at length and got in a few strong plugs for the park in general, and Marjorie Allen, Playland's general manager, had her scales on the stage and raised on one side of several studio contestants.

Alleged Offered for Show

Allen and wife, Joyce Meadows, were guests at a special day at the park during the past season, during which it was suggested that the couple might make use of some park perks on his live-hour TV show.

As is customary, the park's ad agency, the David L. Brown Co., agreed to again last month, offering free use of whatever equipment Allen needed.

It was probably the park's strongest free publicity in many years, as responsibility being only that of transporting the items to

DETROIT PLANS
NEW 600G LAYOUTSchedules 18 Rides, Pool, Ice Rink
Alongside Year-around Drive-In

DETROIT, Dec. 15.—Plans for an amusement project to cost an estimated \$600,000 and to be built in Royal Oak Township have been announced here by David Korman, owner of a local theater circuit. The project will be built around his 1,700-car drive-in.

The layout is scheduled to include a kiddieland with a total of 18 rides on a four-acre section. A miniature golf course will be elsewhere in the park. A double-lane swimming area will be located near the theater.

There is to be a swimming pool with a capacity for 480 persons.

Deny Approval
For New Park

NEW YORK, Dec. 15.—A denial was issued this week to the attempt of David L. Brown Co. to set up another kiddie park on Northern Boulevard in Queens, directly opposite Kiddle City.

The Board of Supervisors of the city turned down the application after postponing the hearing several times. Objections to the new park included 12 residents who claimed it would cause a traffic bottleneck as well as a safety hazard.

The board also said that the park would be a detriment to the city's reputation on both sides of the street.

and from the studio. Playland's equipment is available free for TV shows and photographers of all kinds, and it scores heavily with every varied use in its symbol and lettering are prominently displayed on every ride body and display front at the park.

Author Ed Chapin is all at his home at 1844 Park Ave., Roseland, N.J., and would like to hear from friends, reports Bob Miller.

High Quality
KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CAROUSEL

W.F. MANGELS CO., Coney Island 24, N. Y.

STREAMLINE PARK TRAIN

At 10, R.F. Diesel type Ford motor power and equipped with air brakes. Right wheel level drive. Priced from \$5,250.00 to \$7,500.00.

RAIL MASTER

136 Northampton St. Buffalo, N. Y.

An important part of the Billboard's complete coverage of the OUTDOOR AMUSEMENT FIELD

You'll know why developing is your chance to get ahead where — with a subscription to The Billboard —

Ad Now — Fill in Card Today for Free Sample-Saving Subscription

Name _____
Address _____
City _____ State _____
Occupation _____

This, like other sections of the new layout, will be accessible to the public without entering the theater section. There will be equipment for converting the swimming pool into an ice rink for 1,500 skaters during the winter season, and that will be available to the public without charge, according to Korman.

Korman's drive-in will present burlesques with year-round operation.

Tilt, Trolley
In Store for
Bronx Kidspot

NEW YORK, Dec. 15. — Two new rides are in store for Jorland on upper Broadway, in a space occupied until now by the Miniature Train, which will be sold. Owners Morris Speiser and Harry Landoll have been mulling for some time whether to retain the train ride, a small model, limited capacity only.

The plan is to fill the location to be vacated with a Tilt-A-Whirl and Trolley Trolley, pending sale of the train ride.

Jorland is operating through the winter on a daily basis. Hours are 1:30 pm during week-days and fall from 11:30 am on Saturdays, Sundays and holidays.

The nine-rider spot went from 2-cent tickets in 1953 to a dime in '54, and six for a 50-cent. This included rides on the Big Eli Wheel and Carousel, and it is expected that a larger charge may be made for these major rides next year.

Adding the owners are Herschel (The Great) Schuster, both at the beach coaster and at the ride.

FOR SALE
Billboard, complete set, 1954-1955. \$10.00. Billboard, complete set, 1954-1955. \$10.00. Billboard, complete set, 1954-1955. \$10.00.

R. M. Spangler, Owner-Mgr., Rolling Green Park, Buffalo, Pa.

High Quality
KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CAROUSEL

W.F. MANGELS CO., Coney Island 24, N. Y.

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Name _____
Address _____
City _____ State _____
Occupation _____

300 Attend AMOA Annual Banquet

MIAMI BEACH, Fla., Dec. 18.—A capacity throng of 300 persons representing every segment of the coin machine industry—manufacturers, distributors, operators, record distributors and their guests—attended the fourth annual luncheon and dinner of the Amusement Machine Operators' Association in the

Savory Hotel Saturday night (11). The program included a preliminary cocktail party in the Savory's Garden Room, after which the guests retired to the Flamingo Room for the banquet, floorshow and dance.

Appearing in the Savory's regular floorshow were impresario George DeWitt, who emceed the affair, the Harmonettes; the Castles, a dance team; soprano Marion Powers, who scored a resounding hit; and Freddie Cole and his orchestra.

Band leader Ralph Flanagan dropped in to do a bit on the piano with guitarist Al Costa. Both RCA Victor recording artists are currently vacationing here between engagements. Another visitor was Gene Austin, a favorite recording star of years ago, who accompanied himself on the piano in a brace of numbers he made famous.

Out-of-town guests attending the affair included Jack Mimick, AMI Eastern sales manager; Joe Hrellicka, Wurlitzer service manager; Art Dadda, Wurlitzer district sales manager; Bob Bear, Wurlitzer sales manager; Ben Becker, field representative, United Manufacturing Company; Barney (Shaggy) Supersano, Bryson Sales Corporation, New York; Dave Stern, New York; Sy Wolfe, Wolfe Distributing Company, Jacksonville; and Dan Reed, Southern Music Distributing Company, Orlando, Fla.

Other notables at the banquet



AL SEGEL, WURLITZER DISTRIBUTOR FOR CANADA (second from left), and Jesse Rojas, Wurlitzer distributor in Mexico (second from right), shown with sales achievement trophies awarded them at Miami distributor meeting of the Raddick-Wurlitzer Company (The Billboard, December 18). Making the presentations were R. F. Waltemade, Wurlitzer vice-president (left); R. C. Roloff, president, and A. C. Rotman, export sales manager (right).

Miami Beach Revises Juke License Fees

Calls for \$50
Tax on Each
Unit About 25

MIAMI BEACH, Dec. 18.—The Miami Beach City Council approved on third and final reading the ordinance revising license fees on music machines.

The bill will become law January 1, after it has been advertised in accordance with city rules. The new ordinance retains the \$500 machine license on juke boxes and the \$300 permit for every machine up to 25. However, where the old ordinance provided a levy of \$100 for every five tags

(Continued on page 52)

Record Turnout at Neb. Op Meet on Dime Play

NEBOSKE, Neb., Dec. 18.—Nebraska's music operators met here December 11-12 in the biggest State-wide meet held so far to draft plans for converting machines to dime play.

The occasion was the quarterly convention of the Nebraska Automatic Photograph Operators' Association. It was the biggest turnout for such a meeting in the association's history with about 75 per cent attendance.

While the main topic on the agenda was dime play, no definite plans were decided on, according to Howard N. Ellis, secretary-treasurer of the group. However, it was generally agreed that the changeover would be preceded by advertisements in the Omaha daily newspaper explaining the move and that letters would be mailed out to locations detailing the reasons for the change.

NAPAO members earlier de-

cided to convert to the dime with 100 per cent operator co-operation pledged (The Billboard, December 18).

Carlson Stout, head of the South Dakota Photograph Operators' Association, addressed the meeting on public relations.

A juke box was donated to the local YMCA Youth Center by the association.

Among the operators attending the two-day meet, leaders Ellis, were Jerry Witt, president; Ted Nichols, vice-president; H. W. Martin, C. E. McKee, Wallace and Hugo Penick, too. Zwiener, Frank Holly, Joe Hall, Joe Emery, Bud Hogg, Richard Taylor, Warren Tonic, Shal Fred, Joe Halpin, Harry Alarman, Leonard Wells, and Frank Marston. Boyd Weenly, Jack Ray, Leonard Carner, and Carl Smith.

The next quarterly meeting of the group is set for March 6-7 at Lincoln, Neb.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front is this issue of The Billboard are:

THE RECORD INDUSTRY continued to be hit—last weekend tracks they were—last week's new pop records. Following the furor created by "Let Me Go, Lover" just a few weeks ago, as "Melody of Love," "Open Up Your Heart" and "My Love Song to You." Each of the three started out and were creating much needed consumer interest and traffic.

THE TOP RECORDS OF THE YEAR is the pop, country and western and rhythm and blues fields are listed according to retail sales, juke box and disk jockey plays in The Billboard's Music department annual recapitulation of the weekly pop charts.

THE RECORD INDUSTRY is headed for its all-time peak year according to Brig. Gen. David Sarnoff. The Radio Corporation of America's board chairman made this prediction in his annual year-end report.

AS THE YEAR DRAWS TO A CLOSE many staff changes are taking place at various record labels. Several changes involve, also, new distribution set-up in various cities. More changes, say traders, are due to be announced within the next few weeks.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

Apco Head Gains Control of Juke Box-Disk Vender Unit

Combination Offers Patron Option
Of Applying Price to Purchase

Continued from page 23

ready in a few weeks, with assembly line production underway in the late spring of 1955.

Not in Apco Plant

He said, however, that assembly would not be done in Apco's Minneapolis plant, which is deeply committed in the production of Soda Shoppers, SmokeShops, CoffeeShops and combination Soda Shoppers-CoffeeShops.

Current plans call for a tie-up with one of the major juke box manufacturers on the production of the new unit. Krenberg emphasized that the record vender must be incorporated into the new manufacture of the juke box and that no conversion of existing juke boxes is possible. He said the rec-

ord vender would add about \$675 to the cost of the music machine.

Food Choices

The Apco president also disclosed that he is currently negotiating with two of the largest grocery chains in the New York area—Safeway Stores and Food Fair—for placement of the juke box-disk vender in their outlets.

For the juke box operator, Krenberg feels the combination unit will increase existing revenues in existing locations and open up other type spots that hitherto had been considered poor prospects.

At taverns with restaurant locations, he explained, patrons will be tempted to take home a copy of the favorite disk, particularly if

it's one with which they associate pleasant memories. Krenberg pointed out that when a tavern patron keeps playing the same juke box tune, he's a good prospect for an on-the-spot sale.

Krenberg also feels that the record vender will do a great deal to open up drugstores and soda fountains as juke box locations. Up till now, the objection on the part

(Continued on page 62)

Deejays, Ads Kick Off UMO

P-R 10c Push

Newspapers Set, Radio Spots Ready To Explain Move

DETROIT, Dec. 18.—The Detroit operators' public relations program to explain the switch to dime juke box play and disk jockey interviews and local newspaper and radio advertising starts Monday (20).

Spearheaded by the United Music Operators of Michigan, the program includes a total of four advertisements which will run next week in Detroit's three local newspapers.

Ad schedule: Times (Monday); News (Tuesday); Free Press (Thursday); Times (Friday).

Copy will be built around a cut illustration of musical notes and a record standing on edge. The ads are headlined "Jukebox Crisis Rate" (Continued on page 52)

Milwaukee Ops Up EP Buys, See Trend

MILWAUKEE, Dec. 18.—Juke boxes here are spinning more EP records.

Operators, one-stoppers and disk distributors report what they see as a definite trend to EP's.

Purchases of EP's—which play up to eight minutes of music—have been stepped up, with several key operators reporting excellent reception from locations.

Good Results

While the number of music operators who are using EP's still

constitutes only a small segment of the area's operators, those who have adopted them are making gratifying findings that others are reported about to fall in line.

One-stopper Stu Clausman, of Radio Doctors, says that the volume of EP sales to operators has a noticeable climb during December with Christmas card EP disks such as those with Let's Face It and Mary Ford, Hugo Winchell, and numbers such as "Cool Yule" by Urbie Green on the V label.

Operators' chary of buying a heavy stock of holiday records reported good coin hit totals when they put Christmas EP tunes on their machines.

Instead of loading each machine with a half-dozen or more of the (Continued on page 52)

Sked Chi Meet To Map Final MOA Show Plan

OAKLAND, Calif., Dec. 18.—George A. Miller, president, Music Operators of America, will meet in Chicago early next month with members of the national executive board to make final arrangements for the MOA convention.

The annual meet will be held at the Meridian Hotel March 28-30. "Convention time is at hand, and for the next couple of months the office of MOA will be spending full time on convention activities," Miller said.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area.

December 27—Central State Photograph Operators' Association, monthly meeting, Peoria, Ill.

January 3—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

January 6—Sinnott County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron, O.

January 25—Association of Amusement Machine Operators of the Province of Quebec, 1st annual banquet, Montreal.

Record Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1, Ill.



RECENT ARRIVALS IN BRUSSELS, BELGIUM, Albert Wartheimer (far right, standing), and Robert Romig (second from left, standing), both of Davis Distributing Corporation, Sebring outlet which does a large export business, were greeted with a banquet in their home. The affair, given by Mr. and Mrs. H.H. Seabrook, Davis Distributing's European Agents, was held at the Hotel Majestic in Brussels. Guest list included customers, bankers and import officials from Brussels, Antwerp, Paris and Amsterdam.

Oomens Regains Lead in Chi League Play

CHICAGO, Dec. 10.—Oomens Sons regained top spot in the closely contested Automatic Phonograph Bowling League this week. ABC Music No. 2 tied the leaders.

Seattle Ops To Form New Association

SEATTLE, Dec. 10.—Music operators here are organizing a new association.

George A. Miller, president of Music Operators of America, arrived here this week to help in its completion.

Miller said he believed the entire West Coast would soon be fully organized and that music operators in this part of the country would support MOA 100 per cent.

He will visit operators in Vancouver, Wash., and Portland, Ore., during the week and explain MOA activities.

is games lost and won, trailing by only a few pins.

The Oomens Sons team was boosted into first place by virtue of a three-game sweep gained by ABC No. 1 over ABC No. 2, last week's leaders.

In other three-game sweeps, Carol Records dropped Mercury Music, B & B Novelty trounced Gillette Distributors, and Alfa Music ran over Western Automatic.

Star Music took two games from Oomens Sons, the new league leaders. Melody Music grabbed a pair from Decca Records, and Fiddle Photographs stopped Green Music twice.

Action Slated

A lot of action is slated for Monday (20) with sweeps and position night on the docket. Five games' difference between first and 10th place makes the race a tough one for any team to stay on top.

Team Standings:

	Won	Lost
Oomens Son	25	16
ABC Music No. 2	26	16
Mercury Records	25	17
Decca Records	24	18
Star Music	23	19
Punchy Phon	23	19
Carol Records	22	20
ABC Music No. 1	21	21
B & B Novelty	21	21
Alfa Music	21	21
Melody Music	21	21
Western Automatic	20	22
Green Music	14	28
Gillette Dist.	16	32

MGNJ Plans To Run Contest For Locations

NEWARK, N. J., Dec. 10.—Board members of the Music Guild of New Jersey approved a recommendation that the group conduct a contest and award prizes to locations operated by members.

Dick Stenberg, MGNJ executive director, said that no recent outlet has been considered and that a check with the New Jersey Alcoholic Beverage Control Agency will be required before any plan can be determined.

The directors had previously approved the creation of a party buying guide as a regular section in the MGNJ house organ. The guide would list party needs in juke box operations, current prices and sources of purchase.

Three chairmen have been selected for the group's 10th anniversary celebration to be held April 2 at the Military Park Hotel here. They are Harold Chas, arrangement; Thomas Halperin, entertainment; and Joe Lederman, book.

\$10,000 CHRISTMAS

Colo. Juke Distrib Hosts for Holidays

DENVER, Dec. 10.—A \$10,000 Christmas tree is a lot of Christmas tree, but it has become an annual tradition with Cass Seater, pioneer Denver juke box and game distributor.

He and his wife host virtually thousands of visitors who want to close look at the tree in the living room of his home. Besides the tree, Seater displays a complete collection of antique music machines in the basement recreation room.

More than 700 lights and 4,000 ornaments go onto the tree each Christmas season in the Seater home at 1143 South Logan Street, Denver.

Trim: 760 Pounds

Trim on the tree weighs over 760 pounds. To support this load a contractor makes the huge tree (which is 10 feet high) by fitting together 10 smaller trees. The contractor saws wire, glue and screws to fit the 10 trees into the one big one.

Seater requires a full week, more than a day to set up the tree. At the base the arrangement consists of a large, ornate, 200-piece aluminum village, consisting of houses, churches and a miniature village which tells Christmas tales.

Seater and his wife have secured the face of the earth the past 20 years, including unique Christmas tree ornaments and yardstick. For example, on the big tree hang hundreds of old-fashioned German balls of hand-blown glass, eight inches in diameter, giant Swedish and Norwegian snowflake ornaments filled with tiny precious stones, delicate hand-fabricated miniature birds of blown glass, and a collection of 1,000 Olden Light.

Each year when the big tree is completed and the lights are ready to show it to the public, a thousand outdoor lights are turned on around the house, along on iron pole fence in front of the house.

Illness Halts Dixon Activity

YONKSTOWN, O., Dec. 10.—After 30 years in the music business as a distributor and operator, Leo J. Dixon, of Dixon Distributing Corporation here, is retiring because of ill health. Dixon, who plans a complete rest, has been sick for several years.

Dixon's position with the company has been taken over by Jack Mulligan, who has been active in the firm for two and a half years.

Dixon started in business in Youngstown and later went to Cleveland as an operator and distributor of phonographs. In later years he confined his activities to Youngtown.

Philly Ops Supply Teens With Jukes

PHILADELPHIA, Dec. 10.—Children playing on 12 Philadelphia's recreation centers and playgrounds will now be able to relax by playing juke boxes and shuffleboards that are arranged in between the Department of Recreation and the Amusement Machines Association of Philadelphia.

Because of the association's generosity, the deal won't cost the kids a penny. The members of the association will provide the machines and have the juke boxes and shuffleboards with the latest records-for free.

It is hoped that the shuffleboards will have parents to the playgrounds to see how their children are making out.

This is the signal that visitors are allowed in.

Three late November and all of December each year groups of 60 are admitted in turn to see the tree and to listen to a tape recording of Seater's history of his tradition collection (important to him). Each group of 40 spends about 15 minutes looking at the tree display and any one can sit at the Seater's as "judges" pointing out unusual features.

In former times, the annual gift exchange policy for the past 20 years, the Seater home has never suffered the loss of a single ornament. And Seater is happy about the annual tradition. "I've made a lot of new friends every Christmas season."

BOWLING ALONG

Advance Holds Lead in AMOA League, 33-7

MIAMI, Dec. 10.—Advance Music maintained its winning ways by knocking off All-City Amusement 4 to 0 Monday (10) in the AMOA Bowling League competition at the Paradise Bowling Lounge. The victors lightened the load and held on the league leadership.

In other games, second place Miami captured four games with Ross Rock-Old, Radio Center captured 3½ points to Acme Music's ½, and Ross Rock-Old captured one of four from American Operating.

The standings after 40 games:

	Won	Lost
Advance Music	33	7
Music Makers	20½	12½
Ross Rock-Old	19	20
Acme Music	19	20
Radio Center	17½	18½
Marino Music	17	23
All-City	11	29
American Operating	9	31

The wild scramble for third place in the standings now involves Ross Rock-Old, who holds the spot, and Acme Music, Radio Center and Marino Music. All are closely bunched, with only a few games separating third place from such places.

Arnold Rogan, Marino Music, organized his old form by rolling a 211 game, to emerge leader for the evening in that department. Leon Carr, Advance Music, captured high individual set scores with 315. Rudy Scott gave weight to Acme Music with 771, and high team set to Advance Music with 2,100.

Jack Tacey, a newcomer to the Music Makers squad, held his average eight points in last evening and reduced his handicap allowance by seven points.

Noteworthy performances were turned in by Max Beckley, Acme Music, with a one-game 557, Dave Shedd, Radio Center, with a 194 and a 177, Leon Carr, Advance Music, with a 192; Vinny Amato, Carr's teammate, with a 186, and Murray Blumstein, Ross Rock-Old, with a 187.

CHI OPS GET NEW LICENSE SYSTEM JAN. 1

CHICAGO, Dec. 10.—City juke box and amusement game operators will face a new system of machine licensing, effective January 1.

The new system will not affect take box operations, other than that separate applications must be filed for each juke box, giving description and data as to the individual unit. (See story in amusement game section.)



with ROCK-OLA Hi-Fidelity Music

OUTDATED IDEAS OF WHAT A JUKE BOX SHOULD SOUND AND LOOK LIKE FADE AWAY AS THE NEW AMI MODEL "F" GIVES OPERATORS THE BUSINESS STIMULANT OF SOMETHING AMAZINGLY NEW, STRIKINGLY DIFFERENT

Color that Entices

Designers showed no timidity in creating the "F"'s range of eight smart, new colors. With brilliant color demanded in automobiles, home and office appliances, it was evident that a juke box also needed color to reap the benefits of the public's growing consciousness of color.

Practically every color in the spectrum can be found in the new "F" line. There's a "socko" effect for every location, yet perfect taste and harmony, with these decorator colors that enhance the wealth of metal trim, the cabinet's luxurious fittings. The Model "F" glows with life, excitement, play-stirring stimulation.

High Fidelity that IS High Fidelity

The sensational new "F" horn system ends indecision about high fidelity with its introduction of Sonaromic Sound—another AMI FIRST! AMI uses horns for the same purpose as they are used in the most expensive custom-built High Fidelity installations—superbly reproduced music. You hear the difference immediately. With the "F"'s bass horn alone equivalent to NINE 12 inch speakers, who can argue against this kind of performance? Yet, you don't pay a penny extra for all the plus you get with the Model "F".

Service that's a Cinch

Ease of maintenance and speed of service is outstanding with the Model "F". Clean line design keeps this juke box looking fresh and new. Its open-wide accessibility from the front puts an end to back door nuisance. There is never a need to move the "F" from the wall to get at it—or to put it against the wall to hide an unsightly back. Quick-disconnect parts eliminate trailing wires. The entire coin system is right at hand when the front door is opened, with a light that covers the entire service compartment. Shorter hours for service mean longer hours of performance with the Model "F".



AMI Model "F"
120, 80, 40 Selections

Say "Goodbye" to the Past—"Hello" to the Present—and Face the Future with Confidence and the New Model "F"

Originator of the Automatic Selective Juke Box in 1937
AHEAD THEN—AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1200 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Lithograph: Jensen Music Automata—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palsingsgade, Copenhagen K., Denmark

PUSH-BUTTON SANTA

New Vender Sells
A Package Items

Continued from page 1

substitute a gold set the following week. If the silver set, say, does three times the business as the gold set, not only will the silver set gain a spot on the vender, but it will also serve as a basis of selection for over-the-counter sales. The same tests would be run on candy brands, etc.

Prices are generally a few cents higher than at retail counters, but

considering that they cover mailing, gift wrapping and insurance—in addition to convenience—they are in line with retail competition. The claim is a service charge.

A Union News executive said the firm had given serious thought to the possibility that pennies would fail to put in money and claim they did, or else send too little to cover the order.

However, taking a leaf from the mail order firm, the firm plans to trust the public. Mail order houses do not let people are generally suspiciously honest in sending in the proper amounts, particularly when they sign their name.

Little Risk
The official said the risk of a lost shift changed to any degree is negligible. He added that the risk is no greater than in any retail business.

When the units were first placed in the railroad stations Tuesday afternoon, the units were placed on top of pamphlets explaining the new units of Cigarette. Some 10,000 were handed out in a couple of days. The students also stood by to trouble shoot and answer questions.

Operating Problem

Considering that many customers have trouble operating a single cup drink machine, Union News officials were a bit concerned as to how much of a problem a fairly complicated machine would be.

(Continued on page 62)

Dairymen Told
Venders Cut
Milk Surplus

ST. PAUL, Dec. 18.—Increased use of milk vending machines was cited as one of two major methods of reducing the huge dairy surplus of the nation at a meeting of processors and merchandisers of milk and school administrators in St. Paul, Minn., today.

(18) in the State Office Building here.

The session was called by the Minnesota Department of Agriculture and was held at the sale of milk vending units by several speakers.

A. J. Taylor, supervisor of the school milk program for the Minnesota department of education, said that milk vending units could be used in schools to help overcome refrigeration shortages which are becoming acute.

Promotion

Lloyd Smith, of the State agricultural department, said that the dairy industry's problem is one of surplus.

(Continued on page 62)

Best Year for
Frozen Orange

NEW YORK, Dec. 18.—Wm. King Kendrick, general sales manager of the Fruit and Vegetable Marketing Board, said today that 1953 was the best year yet for both advertised and unadvertised brands of frozen orange juice.

Speaking before members of the Eastern Frozen Food Association at the Belmont Plaza Hotel here, Kendrick said that based on the present 90,000,000-bus crop estimate.

(Continued on page 62)

Greene Cites Gains
In 54; Looks Ahead

NEW YORK, Dec. 18.—Robert Z. Greene, president of the Rowe Corporation, summed up the 1954 advances in automatic merchandising and took a peek ahead into 1955 this week.

Said Greene: "This vending industry's gross sales this year amount to approximately \$1.4 billion over the estimated \$1.3 billion that was predicted last year."

Some of the merchandising ideas that have been the most successful include outdoor milk vendors, robot caterers, store front vendors, etc., Greene declared. "Already on the industry's draft list for 1955 are 24-hour-a-day roadside vending machine dairies and snack stands which will be the key complete snack meals," he said.

Milk Makes News

Cigarettes, soft drinks and candy continued to lead vending sales in 1954. But, Greene said, the market has the biggest news of the year, with some 16,000 milk vendors (many of them outdoor at gas stations, bus stops, outdoor stores, etc.) opening up a \$225 million impulse market for the dairy industry.

Celebrate 1st
Yr. at New
Mills Plant

ST. CHARLES, Ill., Dec. 18.—The Best Mills Corporation celebrated the first birthday in its new \$750,000 plant Friday (19).

A plaque was presented to Bert Mills, head of the firm, by his staff. Mills officiated at the ceremony of the first anniversary cake, and everyone was served cake, and, of course, coffee from the firm's machines.

The firm is currently turning out about 2,000 machines a month. Mills announced. The year-old plant includes office and plant space, research and engineering laboratories and executive offices.

He ventured: "These added sales are likely to double in 1955, may eventually wipe out the entire milk surplus."

Greene's dairy product gives more distribution by vendors was ice cream. Vendors sold an estimated \$20 million worth of ice cream this year," Greene declared.

New developments of Rowe and the industry this year were high points in Greene's year-end review:

1. Convention of vendors (held in its early stages from "private" to "public" in 1954) attended purchases. (Greene had referred to Rowe's initiative record player which gives a "voice" to cigarette vendors and scheduled for use with milk vendors next year.)

2. Robot restaurants in some 150 outdoor places through the nation, also in schools, on railroad stations.

3. Introduction of store front vending in New York City's Mayflower Coffee Shop. Packaged doughnuts sold from a Rowe-designed vending built into the store window.

4. Production of three-price, larger capacity cigarette machines.

Lennox Offers
Theater Front
For V-2000

CHICAGO, Dec. 18.—Lennox Manufacturing Company announced a theater model of its four-section V-2000 cup vender this week. Don Reynolds, vice-president, said the unit would be made available for delivery the first week in January. A "terminal unit change" will be made over the regular \$1,465 price.

The theater model features a 24 by 32-inch handle panel on its upper front panel. A 13 by 22-inch color transparency (from an actual photograph) of a movie scene is covered in the panel, between two layers of lucite. The full panel is illuminated from the rear by a fluorescent tube. Metal framing protects the panel, which extends 2½ inches from the front of the vender.

Selective buttons will be arranged horizontally beneath the panel, below illuminated rectangular flavor caps in the panel itself. Flavor buttons are arranged by opening the top-hinged plastic panel.

Reynolds said that an assortment of different outdoor scenes, via color transparencies, will be offered. The students also stood by to trouble shoot and answer questions.

CIGARETTE VENDING

Service Keynotes
Denver Op's Rise

DENVER, Dec. 18.—Service, plus a sharp rise in location improvements, has been the success in the station which was one of the few bright spots of the last year.

Cohan, active in the Denver cigarette vending business over 15 years, has built a string of 175 machines. Lending every Columbia location himself, Cohan says close to the location owner's needs and preferences.

"Cigarette vending advertisement doesn't stop with simply loading the machine on location," says Cohan. The operator can expect a busy restaurant owner or tavern operator to find time to boost cigarette sales.

Op's Methods

One can analyze the problem, take his own corrective action, and in this way look after the salesmanship as well as the service end of the matter," says Cohan.

Using these methods, Cohan got his start in the cigarette vending business. Fifteen years ago he was a service station owner in suburban Denver. Business was tough.

Dr. Pepper Names

Kempton, Philp to
Key Sales Posts

DALLAS, Dec. 18.—The Dr. Pepper Company announced this week the appointments of J. M. Kempton and William H. Philp Jr. to key sales posts in the Dallas headquarters staff.

Philp is the company's new assistant sales training manager and will also head the company's new assistant sales training manager, which is training staff in the firm's new vending program.

Kempton joined Dr. Pepper's Denver department in 1950. Subsequently he was promoted to assistant sales manager in the Eastern division.

Philp joined Dr. Pepper as a merchandiser last year. Before his new assignment, Philp was a Western division sales manager.

FCM May Shift Op
Finance Plan, Aim
At Mach. PromotionCitrus Group Mulls Program to Set Up
Locations; Cartons, Canned Drinks Mulled

NEW YORK, Dec. 18.—Florida Citrus Mutual, a grower organization dedicated to the promotion of the Sunshine State orange and grapefruit crops, may discontinue its vending operation finance plan and substitute a location promotion effort.

Kenneth O. Ehlard, captain of New York (F.C.M.) and special representative of F.C.M.'s dispenser and beverage division, was in New York this week to investigate the possibility of shifting the finance program to a credit organization, thus allowing F.C.M. to devote its funds and efforts to opening up locations for vending operation.

While in the state, Ehlard visited Paul Sullivan, sales manager of Savory Groves, with which F.C.M. has been working very closely. The Savory unit is the only vending machine designed specifically for dispensing whole orange juice in bulk.

Ehlard emphasized that the proposed discontinuance of the finance plan in no way means that F.C.M. is losing interest in vending.

On the contrary, he pointed out, (Continued on page 55)

Fairs, Parks
New Vending
Milk Outlet

KANSAS CITY, Mo., Dec. 18.—How can six milk vendors sell 10,000 half-pint cartons in four days?

George Bush and Chas. Laube, partners of B & L Concessions, said at the annual convention of the Future Farmers of America convention here last October.

Food concessionaires Bush and Laube operate at some 13 fairs in a 10-state territory. In addition, they operate food concessions at livestock shows, amusement parks, circuses and ballparks.

They were a little reluctant to operate vendors, but finally decided to try three machines at the FFA show here. On the second day they added three more.

B & L has operated food concessions for 15 years.

Tobacco Group
Picks Officers

PASADENA, Calif., Dec. 18.—The Southern California Association of Tobacco Distributors announced this week the election of new officers and directors for 1955.

Elected were Herb Horvitz, president; Arthur Kofsky, secretary; Robert Kennedy, treasurer; Louis Heyle, Irving Lieberman, E. J. Markey, Irvin Park, Ben Weisman, directors.

The president, secretary and treasurer are also directors. Joseph Miller, past president, will be an ex-officio member of the Board when his term expires December 31.

At a meeting October 19, a committee was selected to represent the association in mounting a legislative program for the coming year, with the tobacco tax as the first order of business.

Committee members are Horvitz, Kennedy, Kofsky, Miller and Park. Northern California wholesalers have a similar committee.

NAMA Resumes Regional
Met Program for 1955

CHICAGO, Dec. 18.—National Automatic Merchandising Association has announced a return to the regional type meeting program for 1955, in favor of smaller area gatherings as held last year.

According to Tom Hengstler, regional meeting chairman, nine meetings in as many key cities are being scheduled. He said the entire program would be designed around a new and different series to make it even more convenient and informative for operators to attend.

Highlighting NAMA's 1955 regional met plan:

1. A "pick-up" type program that will encourage full participation by operators, regardless of their size or product line.

2. A nationally prominent management counsel at each meeting to assist the "warily" informed operator to every operator who wants to keep control of his business.

3. Appearance of successful representatives of the industry to detail "how to build profits."

4. Showings of the industry's latest vending models, "At the Drop of a Coin."

5. A Saturday-Sunday schedule for every meeting to enable operators to attend all sessions and return home within its same week-end.

Dates and cities will be announced shortly, Hengstler said.

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Dates and cities will be announced shortly, Hengstler said.

MOVING TARGETS!

HIGHER SCORES!

25
SHOTS
10cOrder KEENEY'S Deluxe **SPORTSMAN** NOW. *Don't Delay!*

thanks
once more
for the
confidence
you have
shown
in us

to our customers
all over the world
and to the
manufacturers
we represent

**Merry Christmas
Happy New Year**

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**INTERNATIONAL
AMUSEMENT CO.**
1001 SPRING LARSEN STREET
CHICAGO, ILL.

**SCOTT-CROSSE
COMPANY**
1001 SPRING LARSEN STREET
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WHAT'S NEW IN COIN MACHINES!
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS
DOING!

Find out every
week in
The Billboard

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!

The Billboard, 2500 Parkway N., Cleveland 22, Ohio.
Yes! Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20)

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Occupation



TIME
060

Cabinet
only
29 in.
at widest
point.

also AVAILABLE AS *Keeney's*
SPORTSMAN
without Match Feature or Replay Button

NOTE
NEWLY
DESIGNED
GUN
WITHOUT
CHAIN

BIG EXTRA BONUS:
New MATCH-A-SCORE "0 to 9" gives player
10-50-100-200 or 500 Award Points!
• Rabbits—Pheasants—Ducks POP-UP on mystery basis!
• Revving Targets always on-the-move in realistic
3-D colorful hunting scene!
• Slug Rejecter • Standard 6 volt bulbs
• Genuine Regulation Hunting Rifle!

2 BONUS POINTS added to score for each unit of time
under 60. Timer can be set to stop at 100-200-300-400 or
500 at option of operator.

5 DUCKS in back row 3 points each
5 PHEASANTS in center row 20 points each
5 RABBITS in first row 2 points each

IMPORTANT! This original combination of revving POP-UP TARGETS
creates a brand new desire for competitive target shooting thru a true test of marksmanship.

ITS
EVERY
LOCATION!

SEE YOUR KEENEY DISTRIBUTOR NOW!

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1001 W. WYOMING STREET, CHICAGO, ILL. 60607

BINGO SPECIALS

10-11.....	\$390
SURE CLUB.....	370
PALM SPRINGS.....	340
BEACH CLUB.....	300
ROSE RANCH.....	300
DAILY BEAUTY.....	270
YACHT CLUB.....	155
PRODUCE.....	160
ATLANTIC CITY.....	110
SPOT LIGHT.....	70
JOHNSON FARMER COIN COURTERS, slightly used, like new.....	180

10 deposit with order. Write to

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Phone MAyport 1-7676 from
1-4 p.m. daily

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TO ALL OUR FRIENDS—
A Very

Merry Christmas!

and a **Happy**

New Year

Our 1924 30th 1954
ANNIVERSARY

Exclusive Circuit, Williams, Seaberg, Chicago Cole, Oates and
United Distributors.

TRIMOUNT

40 WALTHAM STREET
BOSTON 10, MASS.

Merry Christmas

To Our Many Friends, Everywhere

From the entire
Atlas Music staff



A Quarter Century
of Service

ATLAS MUSIC COMPANY

1120 N. WESTERN AVE., CHICAGO 41, ILL., U. S. A.

Atlanta 9-5000

GUARANTEED BEST GENCO'S BIG TOP RIFLE GALLERY

Brand-New MOVING TARGETS Exclusive with Genco!

**Super Realistic
SWIMMING DUCKS**

**Automatic Re-setting
SWINGING CLOWN**

**"New Push-Out"
LIGHTED CANDLES and
All-New Fall-Over Targets**

The only rifle on the market with the **AUTOMATIC RAPID-FIRE TRIGGER** . . . an added feature for the expert player.

CABINET only 29½" wide—will go through ANY DOOR!

Convertible from Novelty to Match and Replay (optional)



Genco MFG. & SALES CO.
3001 N. Ashland • Chicago 14



We take pleasure in extending the Season's Greetings to all of our friends, the Genco Distributors and Operators who have helped us make 1954 the best in our 27-year history.



*Sam Lewis
Avron Sensburg
Ralph Sheffield*

Genco Manufacturing & Sales Company



See Ash Says . . .

FOREIGN and DOMESTIC AMUSEMENT
with Real TRIGGER RIFLE machines
at LOWEST PRICES here.

THIS WEEK'S SPECIALS

CHICAGO COIN
TRIPLE SCORE BOWLER . . . \$195.00
UNITED ROYAL
SHUFFLE ALLEYS . . . \$275.00

FOR IMMEDIATE DELIVERY

ACTIVE

AMUSEMENT MACHINES CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

446 N. Broad St.
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Write or wire for prices

SPECIALS!

Sensburg COIN BOWLER . . . \$250.00
Sensburg RIFLE GALLERY . . . 375.00
Genco SIX GAMES . . . 175.00
Genco NIGHT FIGHTER . . . 175.00
ADVANCE BOWLERS . . . 275.00
SUPER FRAME BOWLER . . . 300.00
CRUISE CORN BOWLER . . . 325.00
TRIPLE SCORE BOWLER . . . 175.00

UNIVERSITY COIN MACHINE EXCHANGE
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WANTED

SERVICE MAN

For sharp machines and service on location. Must be thoroughly experienced in pinball games. Please forward in south side of Chicago. Include references and phone number in first letter.

STARTING SALARY \$125 PER WEEK
BOX 773
The Billboard Chicago 1, Ill.

**SAVE MORE MONEY—
MAKE MORE MONEY**

Search in The Billboard TODAY

Hold that Tiger!



**Yes HOLD EVERYTHING
UNTIL YOU SEE AND SHOOT**

Williams Brand NEW GUN GAME!

P.S.—It has a genuine Remington Rifle for Sharp Shooting!

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

**SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.**

ESTABLISHED 1929
1215 Belmont Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
111 S. Birch St., Louisville 5, Ky. 175 W. North St., Indianapolis, Ind.

**Best Wishes To You
For A
Very Merry Christmas
Shaffer Music Co.**

Cincinnati, Ohio 1204 Walnut St. Cincinnati, Ohio 919 N. Main St. Indianapolis, Ind. 1121 Grand Ave.
Main 1310 Glendale 4214 Midway 4-2111

MORE players play MORE

thanks to new SUPER-STRIKE feature



POPULAR Speed-Control SCORE-BOOSTER

Player controls speed of shot—can slow ball, can also slow—so long up higher scores for Super, Strikes and the new thrilling Super-Strike.

TYPICAL contest, head on location, tells the play-appeal reason for the mind-stunning scoring-power of the newest Bally shuffle-bowling sensation—MAGIC-BOWLER (with match-features) and MYSTIC-BOWLER (with-out match-features).

"I'm not too good," says an average player, "but I can score Strikes, when I try. So, even if I don't hit many Super-Strikes, I have fun."

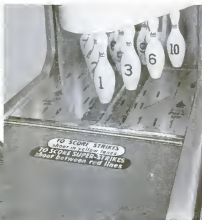
Says a better-than average bowler: "I can hit Strikes with my eyes closed, but you really have to be good to hit those fancy big-score Super-Strikes, and I keep trying to build up my Super-Strike average."

Super-Strikes are Strikes scored with extra skill in straight-bring the puck. Strikes are scored when puck travels along the yellow strike-lines (grey in photograph), knocking down all 10

pins. But, if the puck strays between red-lines (black in photograph) marked on the strike lanes, score for all pins down in Super-Strike, ranging up to a juicy 300. Thus all types of players, from the now-and-then straffer to the super-skilled regular, get a big dose's worth of amusement when they play MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in bigger, trendier collections.

Appeals to All

Average players hit enough Strikes on MAGIC-BOWLER and MYSTIC-BOWLER to hold their interest, while they keep on trying for Super-Strikes. Better-than-average players, who soon get bored with "too easy" Strikes find a new thrilling skill-association in the new thrilling Super-Strike feature. Result: MORE players play MORE, operators earn MORE!



Who needs muscles?

Tender little secretary in your office can raise playfield lid of MAGIC-BOWLER or MYSTIC-BOWLER with finger-tip pressure. Opening or closing, powerful spring-mechanism does all the work. Try the new EASY-UP playfield at your Bally Distributor today.

Bally®

Magic-Bowler

WITH POPULAR MATCH-PLAY

Mystic-Bowler

WITHOUT MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY-3 PLAYS FOR A QUARTER
POPULAR SIZE: 8 FT. BY 2 FT.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

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FIREBALL

Another FIRST in Bowling Games!

Featuring...

"Flash-O-Matic" SCORING
WITH TRAVELING SCORE LITES
IN FORMICA PLAYFIELD!

FOUR DRUM SCORING!

ALL 4 DRUMS
OPERATE TO
SCORE!

**TWO
GAMES
IN
ONE!**

Easily
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